



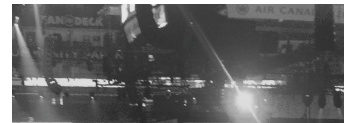
E-SPORT A NEW SPORT IN CATALONIA

ESPORTIA

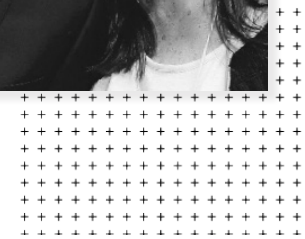
Pilar Calvo
Head of International Department
Esportia

My name is Pilar Calvo and here I feel at home.
Between these two photos there are 36 years
of profession, of life, of Barça.
(photo Maradona 1983, Messi 2019)

36 years ago I started my career as a sports
journalist. I 've been over 25 years reporting
about Barça news in press, radio and TV.



**INNOVATION
HUB**
ESPORTIA





In 2007 I began working as consultant, in different sectors. Often in projects to be developed in China or with Chinese companies . Thanks to this I have been able to participate in the creation of the first Barça Academy in China, in Qingdao, in 2015.
(slide 2 Qingdao)

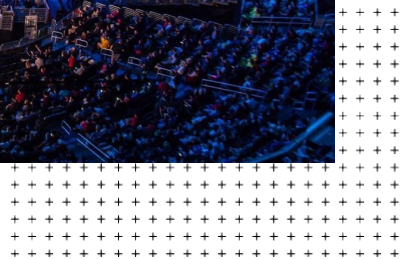
For me Barça was football. Or traditional sport. But 2 years ago that idea changed for me. Two years ago, Esportia founders offered me a collaboration in the international area, to contact football clubs with the idea of helping them to get into eSports. Traditional clubs have fun, with passion, with young people, and those people are eSports followers...

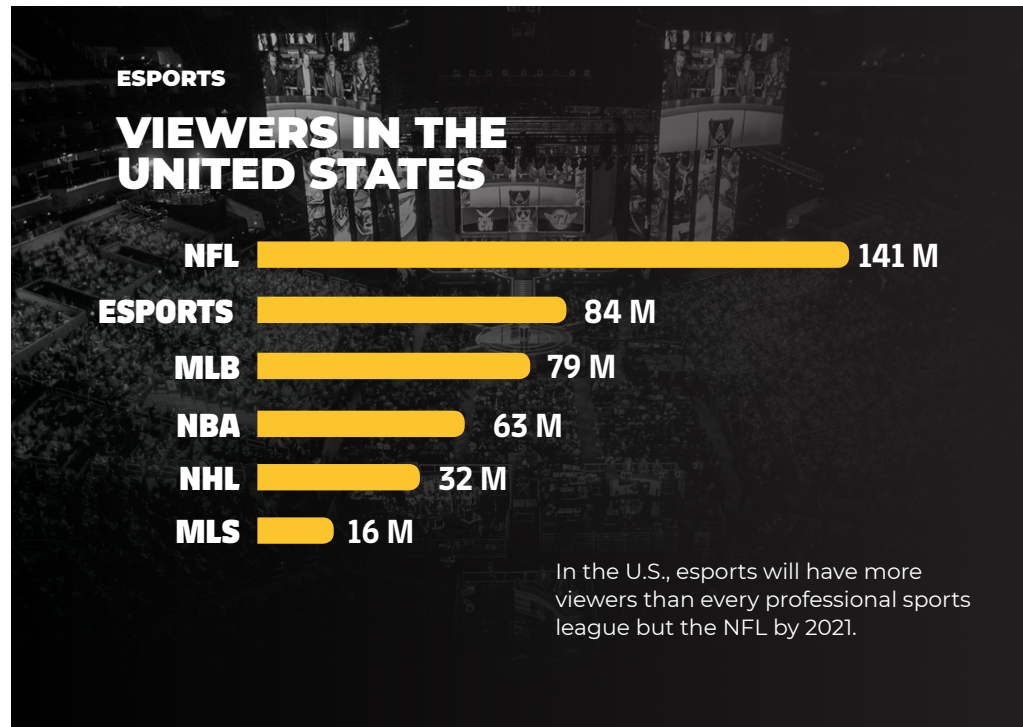


So there was a great opportunity to reach young people. Spanish traditional sports clubs are facing a loss of minors members. **“eSports engagement strategies”** could help reverse the situation.

I did not know the eSports world, but it was obvious that it had already become a mass phenomenon, for example in China where 200 million people follow every year the LOL finals. This means more than 95% of the global audience!

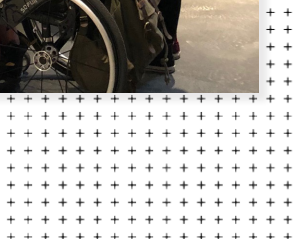
(photo: League of Legends Finals in Korea)





Electronic sports and video game competitions, have taken advantage of technological progress, For example: Internet connection through optical fiber. This has led eSports to make the big qualitative and quantitative leap.

By 2021 in the United States sports will have more viewers than every professional sports league but the NFL

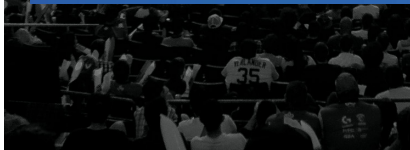
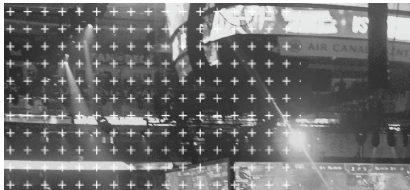


Additionally, when the partners of Esportia proposed to me the collaboration, they emphasized that eSports are egalitarian.

That matches with another data: the percentage of women in the social mass of clubs grows year after year.

And they also told me that eSports are played by people with disabilities. So we have the big picture: a sport that is born putting at the same level of competition men, women and people with disabilities.

(photo: BrollyLegs, Street Fight professional player, he plays with his face and a girl playing during the Gamescom, in Germany)



COMMUNIQUE OF THE OLYMPIC SUMMIT

FOLLOWING THE INVITATION OF THE INTERNATIONAL OLYMPIC COMMITTEE, THE LEADING REPRESENTATIVES OF THE OLYMPIC MOVEMENT MET IN LAUSANNE TODAY FOR THE 6TH OLYMPIC SUMMIT.

They discussed a number of topics which are important to the future of the Olympic Movement.

The main areas under discussion were the following:

- Olympic Winter Games PyeongChang 2018
- Protection of clean athletes
 - Targeted pre-Games testing
 - Schmid/Oswald Commissions
 - Founding of the Independent Testing Authority (ITA)
- The development of "eSports"
- Athletes' representation

They also explained to me that it was an ecosystem in which there was no regulation that would protect younger people. I don't mean the minimum age to play a certain videogame. This is important. But I am also talking about other aspects:

Hiring players, in amateur but specially in professional competitions. Taking into account that the gamers begin very young but have a short career: the average retirement age for esports professionals is 25. That is when a gamer's reflexes begin to decline.

Of course we can work on it. Focusing in the link between electronic sports and traditional sports to promote good practices to prevent injuries and to maintain high performance. //training, nutrition, physiotherapy

The IOC was the one who laid the foundation stone of the regulation building. (photo)

THE DEVELOPMENT OF "ESPORTS"

The Summit discussed the rapid development of what are called "eSports", and the current involvement of various Olympic Movement stakeholders. The Summit agreed that:

- "eSports" are showing strong growth, especially within the youth demographic across different countries, and can provide a platform for engagement with the Olympic Movement.
- Competitive "eSports" could be considered as a sporting activity, and the players involved prepare and train with an intensity which may be comparable to athletes in traditional sports.
- In order to be recognised by the IOC as a sport, the content of "eSports" must not infringe on the Olympic values.
- A further requirement for recognition by the IOC must be the existence of an organisation guaranteeing compliance with the rules and regulations of the Olympic Movement (anti-doping, betting, manipulation, etc.).

The Summit asked the IOC together with GAISF in a dialogue with the gaming industry and players to explore this area further and to come back to the Olympic Movement stakeholders in due course.



In October 2017 the IOC made a recognition of eSports as a physical sports activity

A month later, we created ACCeS, the Association of Cat eSports clubs, to request the recognition of eSports as a sport to the General Secretariat of Sport, the highest sports institution of the Government of Catalonia. It was also a step prior to the creation of a e-sports federation.

We presented them an exhaustive report of why we consider sport recognition necessary and to create a federation, which would help regulate, to put order in the sector thinking about young people.

And then we had meetings with the main actors of the sport sector. Clubs, Catalan Sports Council, Institute of Physical Education and Sports Science. We explained that video games had come to stay in the lives of our young people, that gaming would take many hours of their lives and that we needed an ally to raise awareness of a change in habits, so as not to hurt their physical and mental health. Sport was the ally. The best that can exist.

Cada persona, tant física com jurídica, en tant que promotora de l'esdeveniment determinarà les condicions de participació, el reglament i les mesures de seguretat del mateix esdeveniment.

Les entitats i persones, tant físiques com jurídiques, promotores d'activitats esportives organitzades hauran de requerir la llicència esportiva general pels seus participants i establir la cobertura de riscos per responsabilitat civil dels practicants, assistents i espectadors de conformitat amb el que estableix aquesta llei, així com la normativa d'activitats i espectacles esportius i la regulació administrativa dels espectacles públics i les activitats recreatives.

L'Administració esportiva podrà requerir als organitzadors que acreditin el compliment dels requisits legalment establerts i prendre les mesures oportunes d'acord amb aquesta llei i les disposicions que li siguin d'aplicació als efectes de garantir la màxima seguretat.

Secció tercera.- De la competició digital

Article 48.- La competició digital

Es fa un reconeixement als E-Sports com a activitat esportiva sempre que per la seva pràctica concorri, una preparació corporal i mental, un previ entrenament i una estratègia en l'execució de la mateixa.

Podran ser reconeguts com a activitat esportiva, els E-Sports enfocats a la competició, que es desenvolupin en el si d'una organització reglada, prèviament inscrita al registre d'entitats esportives, i garanteixin el compliment de les normes i reglaments que integren el Moviment Olímpic.

Sens perjudici de l'establert en aquest article, reglamentàriament es desenvoluparà l'ordenació, organització, planificació i participació a la competició digital de Catalunya, a fi i efectes de gaudir i garantir la major seguretat jurídica a tots els sectors i persones implicades, especialment per les persones menors d'edat.

Secció quarta.- De les lligues professionals

Article 49.- Lligues esportives professionals

Les federacions esportives de Catalunya podran crear lligues esportives professionals que tinguin per objecte l'organització, promoció, representació, gestió i coordinació de competicions esportives amb la participació d'esportistes professionals a Catalunya o amb caràcter transfronterer, sempre que així es determini per acord de les associacions afiliades i les empreses esportives vinculades.

Tindrà la consideració de lliga professional l'organització privada creada per la Federació Esportiva Catalana oportuna d'acord amb les disposicions del Llibre tercer del Codi Civil de Catalunya. En aquest sentit, tota lliga professional degudament constituïda haurà d'inscriure's al Registre d'Entitats Esportives, tindrà una personalitat



Now we have a bill that must pass through the Parliament of Catalonia and that in its article 48 collects the recognition of eSports as a sports discipline. Of course, under certain conditions.

Translation:

Article 48.- Digital competence

E-Sports is recognized as a sporting activity, provided that for practice it is required a corporal and mental preparation, previous training and a strategy in the execution of it.

E-Sports may be recognized as sports when they are developed within a regulated organization, previously registered in the sports entities registry and if they guarantee compliance with the rules and regulations that make up the Olympic Movement.

Notwithstanding the provisions of this article, regulation, organization, planning and participation in the digital competence of Catalonia will be developed to enjoy and guarantee greater legal certainty for all sectors and people involved, especially for minors.

As we see, to be considered sport, electronic sports must fulfill a series of criteria:

- 1) respect the values of sport: effort, companionship, perseverance and teamwork. Be equal and allow the practice of disabled athletes.
- 2) can not include video games of extreme violence, as these do not match the values of sport.



3) They must offer technologically equal opportunities in the online competition. But why eSports need this recognition?

Does the industry need it? the publishers?

Do clubs need it?

The players?

These are questions that were also made during the first IOC e- Sports Forum, at the Olympic Museum in Lausanne, last year.

We were present with Josep Escoda, of the CAR of Sant Cugat, in the photo. Also with the president of the IOC Thomas Bach



The IOC Forum talked about equality from the example: Last year, an eSports competition was held for the first time in Olympic games. It was at the Winter games in Pyeongchang Korea where the Intel Extreme Masters were played. The winner was the Canadian player Sasha "Scarlett" Hostyn, the first woman in history to win a Premier Tournament of StarCraft II.

The second was a South Korean legend, Kim "sOs" Yoo Jin, but in the competition there were also disabled players taking part of it.

Despite the sedentary appearance of gamers, e-sports players require a good physical fitness, especially in regard to the back muscles, neck and arms.

Of course, this statement is even more evident when we speak about video games that are practiced with movements of the whole body (Kinect, Move or Wii).

Good physical preparation improves performance. In fact, the professional players attending the eSports Forum of the Olympic Committee explained that physical preparation was taken very seriously in order to keep pace with the e-Sports competitions.

According to an study of athletes who compete in eSports, developed by the German Sports University in Cologne, gamers are exposed to physical strains similar to those of "normal" athletes. Professor Froböse, who led the study, explained that “The eSports athletes achieve up to 400 movements on the keyboard and the mouse per minute, four times as much as the average person. The whole thing is asymmetrical, because both hands are being moved at the same time and various parts of the brain are also being used at the same time.

In addition to the motor skills, the games require a high degree of tactical understanding for an athlete to defeat his opponent. "The amount of cortisol produced is about the same level as that of a race-car driver, combined with a high pulse, sometimes as high as 160 to 180 beats per minute, which is equivalent to a marathon runner.

Conclusion: eSports are just as demanding as most other types of sports, if not more demanding.

Amateur and professional eSports gamers play on average 24-25 hours per week.











During tournaments they remain seated for more than 12 hours a day, even during breaks to analyze the games or wait for the next game.

So we need the world of sport to turn it around!

On the other hand, the sporting practice has been diminishing among the youngest, especially between the ages of 16 and 25.

We can connect with them in the eSports and recover them for sports practice. And we can also use eSports FOR SOCIAL INCLUSION. Contrary to what happens in many traditional sports, e-sports are a discipline that offers and guarantees equal opportunities, without distinction of age, gender, race... They are transgenerational and break borders.



	Country	Region	Population	Internet pop.	Revenues (USD)
1.	 United States of America	North America	329M	274M	\$ 36,968M
2.	 China	Asia	1,420M	901M	\$36,540M
3.	 Japan	Asia	127M	121M	\$18,952M
4.	 Republic of Korea	Asia	51M	49M	\$6,194M
5.	 Germany	Western Europe	82M	77M	\$6,012M
6.	 United Kingdom	Western Europe	67M	65M	\$5,616M
7.	 France	Western Europe	65M	59M	\$4,091M
8.	 Canada	North America	37M	35M	\$2,772M
9.	 Spain	Western Europe	46M	40M	\$2,735M
10.	 Italy	Western Europe	59M	42M	\$2,689M

We have previously heard an exhibition of the phenomenon of eSports worldwide.

We want to explain now why Catalonia could lead this recognition of eSports as a sport in Spain.

E-sports are closely related to the video game industry. Extrapolating the billing data of the video game industry, we can see the potential that different countries have in electronic sports. According to Newzoo data (photo) , Spain is in the ninth world position in the revenues ranking of the video game industry , with a total of 2,7 billion dollars.

On the other hand, the White Book of the Catalan Video Game Industry, published by the Spanish Association of Production and Development of Video Games , states that Catalonia represents 40% of the total turnover of the video game industry in Spain.

Thus, the combination of both data allows to determine that the billing forecast for 2019 of the videogame industry in Catalonia is more than 1 billion dollars.

This figure places Catalonia in the nineteenth position in the revenue ranking of the video game industry, well above countries of similar population such as Switzerland (27), Austria (31), Singapore (33), Hong Kong (38) or Denmark (39).

But this positioning improves if we make the comparison according to the per capita billing, since the total billing favors the countries that have more population. In this context, Catalonia leads the per capita billing world ranking of the video game industry, above countries like Japan, South Korea or the United States of America.



At this point, I have the pleasure of announcing as a scoop that Catalonia has, since this very week, its Catalan Federation of eSports, already registered in the Catalanian Justice Department and waiting for the Parliament of Catalonia to pass the bill of the new sports law, in favor of the recognition of eSports. When that happens the federation, the FeSC, will be automatically a sports federation.

There will be a presentation in the coming months but today we wanted to advance those good news.

Thank You!