



MIM in Sports Management Admissions Case Study: **Esports and Traditional Sports Integration**

Introduction:

In recent years, the growth of esports has been nothing short of phenomenal, transforming from a niche subculture into a global phenomenon. Esports, or electronic sports, involve competitive video gaming at both amateur and professional levels, encompassing a wide range of games such as League of Legends, Counter-Strike, Apex Legends, and Fortnite. The surge in popularity can be attributed to several factors, including the accessibility of online gaming platforms, the proliferation of streaming services like Twitch, and the increasing recognition and investment from mainstream industries.

Similar to traditional sports, esports has developed a dedicated fan base, organized leagues, and high-stakes tournaments with substantial prize money. Esports events can fill stadiums and attract millions of online viewers, demonstrating a level of engagement comparable to traditional sporting events. Furthermore, esports has adopted many elements from traditional sports, such as team structures, player contracts, sponsorships, and even player transfers between organizations. However, differences also exist; esports relies heavily on digital platforms, enabling global participation and direct interaction between players and fans through live streaming and online communities. Additionally, the dynamic nature of video games allows for a broader range of genres, attracting diverse audiences and challenging traditional notions of sports. As esports continues to grow, it presents a unique blend of innovation and tradition, reshaping the landscape of competitive entertainment.

Instructions:

Formula One has undergone a significant transformation in its marketing and fan engagement strategies over the past several years, aiming to enhance its global appeal and connect with a broader audience. The sport has embraced digital platforms, leveraging social media to provide fans with behind-the-scenes content, interactive experiences, and real-time updates during races. Formula One has also focused on creating immersive fan experiences at Grand Prix events, introducing fan zones, interactive displays, and virtual reality simulations. Additionally, the introduction of the Netflix series "Drive to Survive" has played a pivotal role in bringing the sport closer to fans by offering a captivating and intimate look into the lives of teams and drivers.

Your task for this case study is to examine the success and growth of Esports and Formula 1. You will compare and contrast their success and examine the overlap. This will be accomplished by completing the following tasks:



1. Read the following articles:
 - a. [The Incredible Growth of Esports](#)
 - b. [How Esports Will Become The Future of Entertainment](#)
 - c. [Formula One Popularity Explodes in U.S. as 2023 Season Begins](#)
 - d. [Formula One's Popularity is growing. So are calls to make the sport more sustainable](#)

2. Watch the following videos:
 - a. [How Formula One Finally Hooked America](#)
 - b. [How Gaming Became a \\$180 billion Industry](#)

3. Conduct some background research on Esports and Formula One.

4. Write a 1-2 page paper which answers the following questions:
 - a. Based on the articles, video, and your research, what are the main drivers to the growth of Esports?
 - b. Based on the articles, video, and your research, what are the main drivers to the growth of Formula One?
 - c. What similarities do you see between the growth of Esports and Formula One?
 - d. In your opinion, what lessons can be taken from the growth of Esports and Formula One and applied to drive the popularity of “traditional” sports such as football, basketball, or tennis?



Artificial Intelligence Disclaimer:

You are permitted to use whatever AI productivity tools you desire to assist with this case study. The only requirement is that they properly cite the use of AI in their paper. The guidelines to do so are as follows:

1. Include a disclaimer at the end of the citation section which reads: “This project was completed with the assistance of artificial intelligence. Artificial intelligence was used to help write the following sections/pages:”
2. Include what sections/pages of the paper were written with the help of AI in this disclaimer.

Please note that we are assessing your critical thinking skills while you complete this case study, not how well you can prompt A.I. While you are permitted to use it as an assistant, please make sure that the answers are coming from your analysis of the articles and video.