



Faculty of Legal Sciences

School of International Studies

The viability of the e-sports industry in Ecuador and possible strategies to incentivize local and foreign investment.

Graduation work prior to obtaining a Bachelor's Degree in International Studies

Author:

Sergio Fabián Sotomayor Pesántez

Director:

Juan Carlos Pauta Ortiz

Cuenca – Ecuador

2023

DEDICATION

This work is dedicated to my mother, Alexandra, to my aunt, Miriam, to my family, friends and companions, as well as my doggy Coco who have been and will be the most important parts of my life and are the pillar that has helped me push forward.

ACKNOWLEDGEMENTS

I want to thank every person who directly or indirectly has helped in the making of this work, to Juan Carlos Pauta for his support and guidance both as a professor and as the guide for this work, to all of the teaching and administrative staff at University of Azuay, to my family and friends who have been by my side. Huge thanks to everyone.

Table of Contents

Dedication	i
Acknowledgements.....	ii
Table of Contents.....	iii
List of tables	iv
List of figures	v
List of annexes.....	vi
Abstract	vii
Resumen.....	vii
Introduction	1
Chapter 1	3
1. E-sports and the proliferation of video games around the world	3
Chapter 2	12
2. The state of the e-sports industry in Ecuador and the world	12
Chapter 3	22
3. Is it viable to open the e-sports market in Ecuador for foreign companies?.....	22
3.1 Explorative survey on the knowledge, attitude and preferences of the university community of the city of Cuenca regarding e-sports and the video game industry	36
3.1.1 Methodology.....	36
3.1.2 Participants	37
3.1.3 Instruments	37
3.1.4 Process	37
3.1.5 Results.....	37
Chapter 4	48
4. Discussion	48
Conclusions	57
References	59
Annexes.....	66

List of tables

Table 1 Top 10 PC and Console games per monthly active users in Brazil (August 2022)	126
Table 2 Global video games market (2022).....	20
Table 3 Growth in the userbase interested in e-sports in Ecuador	20
Table 4 Paying consumers per market (Latin America 2021)	20

List of figures

Figure 1 Top destinations for Greenfield FDI projects in the e-sports and video game industries (2006 - 2020).....	28
Figure 2 Population of Ecuador, Colombia and Peru (2010 - 2023 approx.).....	30
Figure 3 FDI coming into Ecuador (MM USD)	32
Figure 4 Foreign Direct Investment in Ecuador (2012 - 2022) [MM USD].....	32
Figure 5 Origin for FDI coming into Ecuador (2022) [Percentage split].....	33
Figure 6 FDI's average as a percentage of GDP (2012 - 2021)	34
Figure 7 Emerging Markets Bonds Index - EMBI (2021 - mid 2023).....	35
Figure 8 Participant's age (Author).....	38
Figure 9 Would you consider yourself as a video game consumer? (Author).....	38
Figure 10 Are you familiar with the term e-sports? (Author).....	39
Figure 11 Weekly time for e-sports and video game consumption (Author)	40
Figure 12 Which video games do you recognize? (Author).....	41
Figure 13 Which video games do you recognize? [Percentage] (Author).....	41
Figure 14 Distribution for the means of consumption of content related to e-sports and video games (Author).....	42
Figure 15 Preferred means of support for content creators (Author)	43
Figure 16 How would you classify your current economic situation? (Author).....	44
Figure 17 How satisfactory is your access to and quality of Internet service? (Author).....	44
Figure 18 How is your current situation pertaining to the availability and satisfaction of your technological devices? (Author).....	45
Figure 19 Would you say there's additional e-sports/video game consumers in your home? (Author).....	46
Figure 20 Additional users per participant's homes (Author).....	46
Figure 21 What amount would you be willing to separate in order to support local e-sports ventures? (Author).....	47
Figure 22 Participant's age (Deloitte and LVP)	49
Figure 23 Weekly time for e-sports and video game consumption (Deloitte and LVP)	50
Figure 24 Distribution for the means of consumption of content related to e-sports and video games (Deloitte and LVP).....	51
Figure 25 Competitive video game consumption (Deloitte and LVP).....	52
Figure 26 Participant's high value possessions (Deloitte and LVP).....	53

List of annexes

Annex 1 Questions given to the participants (page 1).....	66
Annex 2 Questions given to the participants (page 2).....	67
Annex 3 Questions given to the participants (page 3).....	68
Annex 4 Questions given to the participants (page 4).....	69
Annex 5 Questions given to the participants (page 5).....	70
Annex 6 Responses to the survey (page 1).....	71
Annex 7 Responses to the survey (page 2).....	72
Annex 8 Responses to the survey (page 3).....	73
Annex 9 Responses to the survey (page 4).....	74
Annex 10 Responses to the survey (page 5).....	75



ABSTRACT

The e-sports industry is an upswing socio-cultural phenomenon and is considered one of the sectors with the highest levels of growth within the entertainment industry. Its impact on millions of players and fans is expected to move financial amounts of great magnitude around the planet. This paper aims to contextualize the current situation of this industry. Also, to explore and analyze the opportunities it offers in order to determine the feasibility of opening the Ecuadorian market as a means of attracting local and foreign investment funds. For this, it is based on the review of bibliographic sources, statistical data analysis and the study of trends and preferences of a local sample of consumers that together will allow the issuing of conclusions and recommendations on the topic studied.

Keywords: Ecuador, Market opening, e-sports, foreign direct investment, video games.

RESUMEN

La industria de los e-sports constituye un fenómeno sociocultural en auge y es considerado como uno de los sectores con mayores niveles de crecimiento dentro de la industria del entretenimiento, su impacto en millones de jugadores y aficionados prevé que mueve cantidades financieras de gran magnitud por todo el planeta, este trabajo pretende contextualizar la situación actual de esta industria, explorar y analizar las oportunidades que ofrece para finalmente determinar la viabilidad de la apertura de mercado ecuatoriano como medio de atracción de fondos de inversión local y extranjera, para ello, toma como base la revisión de fuentes bibliográficas, análisis de datos estadísticos y el estudio de tendencias y preferencias de una muestra local de consumidores que en conjunto permitirá emitir las conclusiones y recomendaciones del tema estudiado.

Palabras clave: Ecuador, apertura de mercado, e-sports, inversión extranjera directa, videojuegos.



Este certificado se encuentra en el repositorio digital de la Universidad del Azuay, para verificar su autenticidad escanee el código QR

Este certificado consta de: 1 página.

INTRODUCTION

E-sports, also known as electronic sports, have been one of the segments of entertainment and competition that have achieved the highest rate of development and growth in recent times. The industry has managed to transcend the conception of being just a pastime and has become a cultural phenomenon that moves significant economic amounts, attracts the largest companies on the planet to its activities, and is growing in Ecuador.

The industry presents a situation in which Ecuador's regional neighbors have reached higher levels of development and penetration in the international e-sports landscape, with Brazil and Argentina being considered as South American powers in this field and with cases such as Colombia and Chile becoming more and more involved in the activities of this sector.

The industry's activities have managed to generate a multitude of opportunities in the segment, offering itself as a promising market at both local and global levels, with massive potential for the sector to achieve greater cultural and economic influence, being driven by the commitment and participation of those involved in the industry, by its fans and the commitment and affinity that they have with the sector, and by its investors, sponsors and business partners who seek to achieve and maintain operations that are mutually beneficial, thus helping the growth and establishment of the industry at a global level.

E-sports represent a form of entertainment that can be considered relatively new in the West, having similarities to what happened with traditional sports when they started to be broadcasted worldwide, generating a boom in popularity and opening new possibilities for its participants, with the end result of a huge ecosystem that manages exorbitant economic figures and is in the most influential segments of the entertainment industry today.

This work will explore the current state of e-sports, seeking to contextualize and understand the situation of the industry in the country and worldwide, trying to understand the tastes and preferences of the local consumer of e-sports and finally getting to analyze the feasibility of opening the Ecuadorian market of e-sports as a vehicle for both local and foreign investment to Ecuador through the analysis of bibliographic sources,

statistical data relevant to the research and the observation of trends and preferences of a local sample of consumers.

CHAPTER 1

1. E-SPORTS AND THE PROLIFERATION OF VIDEO GAMES AROUND THE WORLD

Video games are a very important component in the electronic and entertainment era, both for their personal impact and their global, cultural and economic reach. Video games represent a means of communication, interaction and human integration in real time that offers vast possibilities for their users. Similar to what happens in the world of sports and traditional games, within the video game environment there are competitions with the aim of determining the best participants of the medium, these competitions have become known as **e-sports** within the techno-slang of the video game industry.

E-sports currently represent one of the most important and relevant sectors of the modern video game industry, having its beginnings with the famous video game *Pong*, considered the first video game to achieve commercial success, helping to establish the video game industry as a major player in global entertainment (Eddy, 2012). The nature of *Pong* as a simulation of table tennis inherently encouraged competition among its players, eventually inspiring multiple video games of similar concept that were released following Atari's original success with *Pong*.

By the mid to late 1970s, video games had achieved a notable presence in consumers' daily lives thanks to arcades and the increasing adoption of home entertainment systems (Zhouxiang, 2022), leading to the emergence of three genres of video games that achieved popularity: first, sports-based games with mechanics similar to those seen in *Pong*; second, racing games; and third, shooting games, the latter two genres of the medium being usually based on achieving a higher score than the other participants.

Since the beginning of the proliferation of video games, the competitive and sporting aspects of video games have been highlighted, with the *Pong* home console being sold in the Sears sporting goods store as a "sporting game" rather than a consumer electronics product (Williams, 2017). So too, in 1974 the *SEGA* company begins with the first sanctioned video game competitions with its *SEGA All Japan TV Game Championships*, a regional and national event held in its native Japan designed for the promotion of video games and with the added goal of improving relations between users and recreation centers that offered this entertainment medium, the top prize offered at the

event was a color television, which was won by Osamu Kuroda, a bank worker and video game player who achieved said feat (Sega Retro, 2023).

In the West, and specifically in the United States, the *New York State Coin Machine Association (NYSCMA)* was beginning to draw up plans for regional and national competitions in various disciplines, including arcade video games, pinball, foosball, and billiards, with the goal of holding an Olympic-style competition in 1980, with a prize fund of \$135,000, approximately half a million dollars adjusted for inflation to the year 2023 (Zhouxiang, 2022). Unfortunately, this project was cancelled due to conflicts of interest with the companies producing the video games that would have been part of the event, as these companies were planning to organize their own competitions in this period. At the same time, during the second half of the 70's, the foundations began to be laid for what would catapult competitiveness in videogames to levels never seen before thanks to the introduction and popularity of the high score system.

Important exponents within this video game paradigm change include titles such as *Space Invaders*, *Asteroids*, *Space Wars* and *Laguna Racer*, achieving through the implementation of this system a greater accessibility when competing, since it was no longer necessary the simultaneous presence of competitors to be able to count their scores (Zhouxiang, 2022), also resulting in a way to disseminate and make the standards present in the highest echelons of the video game accessible to a wider audience, similar to what happens in traditional sports such as track and field, in which the marks achieved by athletes are known to the public and, although it is difficult to even approach them or surpass them, it allows people to measure their skills against the best in the world, similar to what has been seen before.

Entering the 80's, the United States went through a boom in terms of electronic games, getting a larger and larger share in the entertainment industry, achieving, according to data from Time magazine, an estimated 5 billion dollars of the time in transactions related to arcade games and another billion dollars in terms of home video games in the year 1981 (Skow *et al.*, 1982), doubling the American film industry in size, which in the late 70's and early 80's was going through one of its most glorious periods, with intellectual properties and personalities that today are firmly engraved in popular culture such as *Star Wars* and George Lucas or Steven Spielberg and *Indiana Jones* and *E.T.*. Thanks to the popularity of video games, the rest of the entertainment sectors saw an opportunity to join the enormous growth that the industry was experiencing, giving

rise to the first video games based or inspired by source material coming from either film or television (Zhouxiang, 2022), being developed and released on dates similar to the corresponding source material, examples of this practice include the video game iterations of *Death Race* and the adaptations of the *Star Wars* saga for both home entertainment systems and arcades (Johnson, 2022).

This same fruitful period for the video game industry as a whole experienced what is considered the first golden age of competitive video games, beginning in 1980 with a competition organized in conjunction with the International Olympic Committee during the Lake Placid Winter Olympics, which would include Olympic athletes as participants (Zhouxiang, 2022). The competition was a success, marking the first time a video game competition was held in conjunction with an international sporting event and ultimately being won by Canadian ski jumper Steve Collins (Vending Time, 1980). Three years later, during the Special Olympics World Summer Games, the video game developer and distributor *Activision* organized the *Activision Decathlon Lounge*, an event in which more than 2,000 athletes participated and that served as a forerunner to other events aimed at raising funds to support schools, as well as Special Olympics that same year (Zhouxiang, 2022).

In addition to the links between competitive video games and traditional sports, companies in the video game industry have used competitive gaming as one of their many marketing strategies, attracting organic interest in their products and appealing not only to users who already have a pre-existing relationship with the particular video game or other related titles in the sector (Zhouxiang, 2022). With the rise in home entertainment systems in the 1980s, the industry went through a period of economic abundance and increasing cultural relevance, with *Atari* organizing regional and national competitions of its *Space Invaders* video game in both the United States and the United Kingdom, attracting local participants as well as those from ten other European countries in the process (Montgomery, 1981).

Atari was clearly the market leader in home entertainment systems during this period, with the huge popularity of not only its consoles but its video games giving it enormous influence over the direction the video game industry was heading (Zhouxiang, 2022). Despite its enormous influence in the medium, *Atari* was one of the most affected during the events that came to be known as the video game crisis of 1983, a situation that resulted in a 97% reduction in revenue within the domestic video game sector (from \$3.2

billion dollars in 1983 to only \$100 million dollars in 1985) (Zhouxiang, 2022). Several factors led to this great recession within the competitive video game industry and the video game industry in general, in which the video game market was affected by a saturation of similar titles of lower quality than expected, which produced a bitter outcome for the sector.

Despite the major crisis, especially experienced in North America, Japanese companies in the industry continued to push for video games as a lucrative entertainment activity, with the impressive rise of *Nintendo* and *SEGA* during the mid-1980s serving as a prelude to their struggle for dominance in the video game industry in the 1990s (Zhouxiang, 2022). *Nintendo* in particular achieved great success with the release of its *Family Computer*, also known as the *Famicom*, which would later be commercialized in the West under the name *Nintendo Entertainment System (NES)*.

Along with the release and commercialization of the *NES*, *Nintendo* practiced much stricter quality and content control standards, limiting non-*Nintendo* video game developers to only five releases per year, releases over which *Nintendo* had enormous control as the company gave the ultimate go-ahead on the content and distribution of the titles (Zhouxiang, 2022).

Nintendo managed to truly establish itself as one of the most representative companies in the history of entertainment, with intellectual properties such as *Super Mario Bros.*, *The Legend of Zelda*, *Metroid* and *Mega Man*, among others, that have achieved their place in popular knowledge and culture, with over 60 million units of its *Famicom* being sold worldwide (Nintendo, n.d.). *Nintendo's* growth can be clearly seen in its economic indicators, as the company reached \$987 million US dollars of the time in sales during 1987, taking 70% of the North American market and far surpassing its rivals in the sector (Zhouxiang, 2022).

Thanks to quality games, with better graphics, better gameplay and even better marketing campaigns, *Nintendo* and other Japanese companies in the industry regained confidence in the video game industry, with the U.S. market once again surpassing \$1 billion dollars in sales by 1987, all this added to the rise in popularity and availability of home computers such as the *Apple Macintosh* released in 1984 or the *Commodore 64* in 1982 offered the video game consumer more options than ever to entertain themselves and compete against other users in their favorite video games (Zhouxiang, 2022).

In the 1990s, the video game market and electronic entertainment in general went through a new burst in popularity and cultural and economic relevance, reaching a massive market presence thanks to the integration of new and improved technologies, innovation and creativity coupled with quality video games both in play and production, resulted in the development and growth of the video game industry, growing in parallel to what would be considered an early manifestation of what would become the e-sports industry in the future.

Nintendo continued to organize competitions throughout the 1990s, being one of the biggest promoters of e-sports thanks to its strong presence in the video game market. On the other hand, *SEGA* took a different approach to both its overall marketing strategy and its performance in e-sports. *SEGA* sought to carve out a market niche by appealing to an older target audience than its competitor *Nintendo* through a "radical and extreme" image, organizing competitions in places associated with this image such as the headquarters of the *Williams* Formula 1 team or the Alcatraz prison (GamePro, 1995). In turn, *Blockbuster*, taking advantage of its position as a very important entertainment company, organized the *Blockbuster World Video Game Championships* using systems from both rival companies with the objective of reaching as many participants and interested parties as possible (MegaZone, 1995).

This competition was held on an international level, as it included participants from established markets such as the United States, Canada and the United Kingdom, as well as emerging video game markets such as Mexico, Chile, Brazil, Venezuela, among others (GamePro, 1995). During this time period, the growth of player-versus-player (PvP) competitions continued, with the emerging genre of fighting video games. Two important examples of the genre include *Capcom's Street Fighter* and *Midway Games' Mortal Kombat* franchises, both of which are cultural phenomena that remain relevant today.

The new generation of home computers, in turn, paved the way for the expansion of competitive online video games, offering a novel experience that grew in popularity with the adoption of the Internet in the daily lives of these users. Starting from the end of the 20th century and the beginning of the 21st century, video games on PC began to further expand the scope of competitive video games, with the first global competitions in different games of the era, such as the aforementioned fighting game franchises, the introduction of first and third person shooter video games (FPS and TPS, acronyms for

First Person Shooter and Third Person Shooter respectively), and the popularization of new video game genres such as Real Time Strategy (RTS) video games, including titles such as the Age of Empires, StarCraft, or Civilization franchises, as well as Massively Multiplayer Online Role Playing Games (better known as MMORPG) with titles such as World of Warcraft or RuneScape and later multiplayer arena battle arena games (MOBA) of particular notoriety by including titles with the relevance and legacy in the video game and e-sports industry such as *League of Legends*, *Smite*, *DotA* and its sequel *Dota 2* which have been among the most lucrative e-sports in history (Zhouxiang, 2022).

This time period also witnesses the start of an explosion in popularity of competitive online video games in Asia, a cultural revolution of great economic and social impact, especially in China and South Korea. In South Korea, in particular, attempts began to try to regulate and control e-sports through the *Korea e-Sports Association (KeSPA)*, a regulatory body for e-sports in the country associated with the Korean Olympic Committee and part of the Ministry of Culture, Sports and Tourism of South Korea (eSportBet, 2022).

In the wake of the 1997 Asian economic crisis, many former employees of companies in the technology and computing sector made the decision to open Internet cafes after losing their jobs due to the effects of the crisis, added to this and due to the significant cost of domestic broadband Internet services in South Korea at the time, the vast majority of gamers made use of these Internet cafes in order to play video games both online and offline (Jin, 2010), resulting in the creation of strong communities and organizations focused on competitive online video games. The Korean entertainment industry embraced the growth of the e-sports market, with the *OnGameNet* cable channel organizing and broadcasting live competitions of the *StarCraft* video game on national television, with this championship becoming one of great importance within the professional *StarCraft* scene being held under the name *OnGameNet Starleague (OSL)* from 2000 until 2012, a year prior to the cessation of all *OSL* operations (Jin, 2010).

In turn, the popularity of computers in China and the enormous growth of its economy led to computer video games reaching a similar relevance to that seen in South Korea, with Internet cafes being a vital part of the development and expansion of video games within the Asian giant. In fact, the adoption of Internet cafes was taken as a symbol of industrial progress and modernization of the country, with the Telecommunications Bureau of the city of Shenzhen organizing an online competition of the video game *Quake*

II, being considered as "probably the first official competitive video game event in China" (PC and Video Games, 2010). This position by the authorities stands in complete contrast to the Chinese Communist Party's ruling in 2021, calling video games "spiritual opium" and limiting the time that children under 18 can play video games to 3 hours per week (Goh, 2021), possibly preventing future e-sports competitors from being able to develop and reach their full potential within their respective disciplines, as the entry point for a professional career in e-sports is at an increasingly early stage, with participants getting younger and younger, being extremely talented and experienced despite their age.

China experienced its own *StarCraft* boom in the late 1990s, with several competitions and communities being created for users in the Chinese market; among these communities was the *China StarCraft Association (CSA)*, a community of players created on *Battle.net*, an online video game service offered by *Blizzard*, the developer of the video game, which allowed users to socialize with each other. This community began to use local connectivity web services in lieu of the lack of official services offered by the developer in mainland China, thus facilitating online and in-person competitions of the video game in the country. Despite all these advances, online gaming was still an expensive pastime in China, getting to such extremes as the case of Hong Zhefu, the national *StarCraft* champion who paid ¥5,300 yuan (approximately ¥8,700 yuan today, almost \$1,265 US dollars) to defend his title in a month-long event held in the summer of 1999, an amount that was more than six months of the average salary in China at the time (Zhouxiang, 2022).

Moving into the 21st century, competitive video games experienced a sort of split in terms of the correlation between video game systems and genres. Home video game consoles saw a new golden age with the introduction of *Sony* and its *PlayStation*, as well as the very good market performance of *SEGA* and *Nintendo* consoles. The sixth generation of consoles saw the introduction of *Microsoft* to the video game console market with its *Xbox*, this generation has the distinction of having the best selling console in history, with *Sony's PlayStation 2* in all its different variants reaching over 155 million units sold as of 2012, the actual figure is higher than this number since the *PlayStation 2* continued to be produced until the beginning of 2013 (Sony Interactive Entertainment, n. d.).

The introduction of *Microsoft's* online service, *Xbox Live*, revolutionized the way in which the gaming community on consoles could carry out their activities, being similar

to what happened in the computer space with the aforementioned *Battle.net* from *Blizzard* or *Steam* from *Valve*, this change diverted part of the online traffic from the various forums and online community spaces to the native communication services on consoles due to its convenience and ease of use. *Sony* would launch its own service called *PlayStation Network* in mid-2005, having a difficult launch with multiple user complaints in the infancy of its service, which over time have been corrected, with *PSN* enjoying an active user base in excess of 100 million monthly users by the year 2022 (*Sony Group Corporation*, 2022).

Differences in control schemes within video games led to certain genres of competitive video games being preferred on certain systems. The vast options for assigning in-game actions using the keyboard proved ideal for the multiple options available in MMORPG's, MOBA's and even shooter games, while the traditional video game controller or "joystick" was considered more adept for sports, racing, and platform games. At the same time, the video game industry began to implement multi-platform releases, a different approach to that seen during the first golden age of video games where the appeal of consoles was largely influenced by the exclusive intellectual properties that each console possessed, appealing to the consumer's decision to purchase a system and the various components of their entertainment system such as games or peripherals; thanks to the online capabilities of the sixth and seventh generation of consoles, cross-platform gaming capability was increasingly adopted, with an early example being the development for *Xbox* of the popular shooter video game, *Counter Strike* by *Valve*, a project that, despite its launch, was ultimately considered a failure due to the huge differences in gameplay between the computer and *Microsoft's* entertainment system, being detrimental to the user experience (Remo, 2008).

During the 2000s, the e-sports industry begins to grow in its influence and mold into what it would eventually become. The direction in which video games and the e-sports industry have decanted into a social and collective use, in large part thanks to technological advances and the ever-increasing reach of devices that allow for user interaction and growth in player numbers. This progress and development of the sector has made it possible to reach millions of spectators and users, reaching the mainstream of the online culture that is increasingly interconnected, generating significant financial amounts, a remarkable socio-cultural impact, creating jobs for thousands of people both directly and indirectly and achieving greater order and professionalization of the industry,

which has seen its activities relate to increasingly larger and more influential organizations on the planet.

CHAPTER 2

2. THE STATE OF THE E-SPORTS INDUSTRY IN ECUADOR AND THE WORLD

Beginning with the events of the past decade of expansion and growth for e-sports to the present day, the scope of the industry has reached peaks of popularity and influence never seen before, reaching economic and viewing figures that rival and even surpass those seen in traditional sports. According to data from sports betting analytics and predictions company *Lineups*, the e-sports events that have attracted the most viewers both live and via livestreaming platforms such as *Twitch* or *YouTube* have been, respectively, the *Intel Extreme Masters 2017* held in the Polish city of Katowice in March of the same year and which brought together three different sets of viewers and participants as *StarCraft II*, *League of Legends* and *Counter Strike: Global Offensive* competitions were held, with an estimated 173. 000 live viewers over the duration of the event added to 46 million online viewers; despite lower live attendance with only an estimated 7. 000 viewers inside the venues in which the event was held, the *2018 League of Legends Mid-Season Invitational* gathered an estimated 60 million unique viewers, over the 17-day duration of the event, the event garnered a whopping 448,451 peak viewers on *Twitch*, 426,296 viewers on *YouTube*, and an average viewership of 24,590,504 across all corners of the internet. Despite the massive reach of the *Invitational*, the event is considered to have a somewhat disappointing prize pool, offering some US\$1,370,000 in rewards to be divided among the participants; compared to the US\$6,450,000 prize pool of the *League of Legends World Championship* of the same year, this explains the difference in the *Invitational* prize pool as it was not considered the main event of that season (de la Navarre, 2020).

And the fact is that e-sports today are a much more mature and established industry compared to its beginnings, naturally and due to the large investments of time, money and effort by those involved, the e-sports industry has become firmly engraved in the cultural and social phenomena that transform the present both for those who are involved in the subject and for those who are not; registering a global reach of 532 million casual and dedicated e-sports industry users in 2022, an increase of more than 60 million

over the previous year according to data compiled by German statistics portal *Statista* (Orús, 2023).

Today's e-sports players are often very young and experience the same kind of stress that professional athletes involved in traditional sports are subjected to. The psychological, social and even performative difficulties and challenges have caused the structures involved in e-sports, such as sponsors, organizations and players' representatives, teams, etc., to try to ensure the physical and mental well-being of the competitors. The services of coaches and technical staff in charge of different aspects of the player's life, such as exercise, diet and mental health, are used; this type of practice is not limited only to the highest level of competition, with multiple e-sports organizations offering this support for their players. Even so, e-sports change and evolve at a much faster pace compared to traditional sports, and the resilience and adaptability of those involved is essential.

In the Spanish-speaking world, e-sports have attracted the attention of many renowned figures in contemporary popular culture, a situation similar to that seen in the English-speaking world. Among the most outstanding examples of this incursion of well-known figures into the world of e-sports are the participations of the Argentine soccer player Sergio "Kun" Agüero, who ventured into the world of e-sports through *KRÜ esports*, an organization founded and managed by the former Argentine striker, which is represented in *Valorant* and *Rocket League* competitions and sponsors a multitude of streamers related to e-sports and video games in general. *KRÜ* has managed to create an organization with a notable presence and importance in the professional circuit of *Valorant*, being chosen along with 9 other structures in the industry to form the highest level of competition in the Americas over names with greater trajectory in e-sports as *FaZe Clan*, *G2 Esports* and *Team SoloMid*, historical organizations and considered elite in the industry; evidence of the good work that *KRÜ* has been doing despite having less than three years of experience in the scene.

The e-sports industry experienced tremendous growth during the COVID-19 pandemic, as a result of the cancellation of mass events of all kinds and the isolation and social distancing measures to which many countries around the world were committed to, the consumption of online digital content reinforced its position as one of the largest sectors of the entertainment industry, This helped accelerate the expansion of e-sports to consumers who previously showed no interest or connection to the industry, aided greatly

by the live streaming of video games and the multiple personalities who managed to entertain the masses in this unprecedented period in recent history.

Traditional sports took the opportunity caused by the pandemic and the quarantines enforced around the world to develop and strengthen their own competitive scenes, such is the case of *Formula 1*, considered the pinnacle of motor racing, which in the absence and impossibility of holding its competitions took the initiative to organize online events as a sort of replacement for those that were canceled due to the health situation worldwide. This series of events, called the *F1 Esports - Virtual Grand Prix Series*, involved personnel from the teams participating in the world championship, such as active drivers Charles Leclerc, Lando Norris, Alexander Albon and George Russell, figures related to Formula 1, such as former world champion Nico Rosberg, e-sports competitors participating in the Formula 1 virtual championship, and even traditional sports personalities such as Belgian goalkeeper Thibaut Courtois and Sergio "Kun" Agüero, among others. The series of events proved to be a resounding success, being favorably accepted by the fans and achieving a reach of 30 million viewers during the first event (Formula 1, 2020).

During that same season, the growth of *F1 Esports* was more than evident, registering an average of 11.4 million viewers on digital platforms, an increase of 98% compared to 2019. As well as a 151% increase in impressions on the championship's social networks compared to 2019 and a 29% increase in visits to the category's videos, with participation in qualifying events through the championship's official video game, *F1 2020* increasing by 117% according to data provided by Formula 1 (Lillo, 2021).

E-sports have managed to rival and even surpass established and renowned events such as the *NFL Super Bowl* or the *ATP Grand Slam* in tennis in terms of viewership, with the *2019 League of Legends World Championship* getting the same amount of viewers as that year's *Super Bowl* (over 100 million viewers vs. the 100.7 million viewers of the *Super Bowl*), with the expectation that the video game industry will reach growth towards \$3.5 billion US dollars by the end of 2025, keeping in parallel growth of the e-sports industry (Cartagena, 2022).

This is important because a report by *Newzoo*, a company focused on the collection and analysis of data related to video games and e-sports, revealed that the

industry worldwide reached a revenue of approximately \$1.084 billion US dollars, figures that show a growth of 14.5% with respect to what was registered in 2020 (Newzoo, 2023).

Newzoo is the leading statistical data and market research company in the video games and e-sports segment (Gamingates, n.d.), being a business partner of several of the most relevant institutions in the sector, including the *Electronic Sports League (ESL)*, *Activision Blizzard* and even companies in the technology and entertainment sector such as *Google* and *Warner Bros* (Newzoo, 2023).

According to this same report, the Latin American region represented 5 percent of the global video game industry revenue in 2022 (about \$8.4 billion US dollars), also presenting a growth of 3.4 percent compared to 2021. The current e-sports environment presents a situation in which the economic and operational activities of the industry are usually carried out within territories such as the United States, Mexico and Canada in North America and Argentina and Brazil for South America, with a recent emergence of Chile as quite the attractive market for companies and economic actors in this field. In addition to a well-established and recognized market in the European territory.

Latin America as such is currently a developing market for the e-sports industry, making great strides and establishing the scene as one of the fastest growing in recent years worldwide, with organizations such as the aforementioned *KRÜ*, *FURIA Esports*, *MIBR (Made in Brazil)*, *9z Team*, *True Neutral*, *LOUD*, *Six Karma*, *Leviatán Esports*, etc.

The e-sports segment and video games in general have found different ways to interact with the consumer, as already mentioned, the technological boom and globalization play key roles in the increasing correspondence between the industry and its various forms of obtaining revenue. To this end, companies have had to innovate and adapt to market trends, with a notable shift from a transactional market to one in which "gaming as a service" is becoming increasingly relevant (Newzoo, 2022d). This mirrors what has been seen in other entertainment sectors, with the well-publicized rise of streaming services that has come to replace huge industries such as cable television, of such relevance even only a few years ago.

In fact, such is the level of engagement and extension that has been reached within the video game and e-sports industry, that 28% of participants in a study conducted by *Newzoo* reported having had interactions of three different types in the video game

environment: these are the very act of playing the video game, participating in live broadcasts of streamers and/or e-sports events, as well as the social use of video games and their different platforms and possibilities of being an environment in which their users can meet and spend their time together.

This same study concluded that 77% of participants actively played video games, regardless of whether they engaged in the other activities mentioned above, with 48% of study participants reportedly watching live content about gaming or e-sports (Newzoo, 2022a).

Furthermore, in an analysis of the Brazilian market, *Newzoo* determined that 43% of video gamers in Brazil have consumed content in addition to the initial cost of the video game, if any, on a month-to-month basis. This ranges from in-game microtransactions to subscriptions that are not necessarily located within the game, showing the consumers' initiative to access the content that catches their attention and the potential to expand these practices (Newzoo, 2022b). Brazil also demonstrated initiative in the e-sports industry by hosting several of the most important and relevant competitions during the year 2022, organizing high caliber events such as the *Major Championship of Counter Strike: Global Offensive* in November of the same year, an event that has the distinction of being the first event fully sanctioned and officiated by *Valve*, developer of the video game, to be held outside of North America or Europe (HLTV, 2022); in addition to holding regional leagues and qualifying events held both in-person and online (Brazil is often considered its own competitive region outside of the rest of Latin America, due to a combination of factors such as the quantity and quality of competitors in the territory as well as the infrastructure available in its own area), Brazil hosted events such as *LOCK//IN* of the video game *Valorant* as well as a multitude of events in *League of Legends*, *Rainbow Six: Siege*, and *Dota 2*, with these being e-sports listed in the top most popular during 2022 in Brazil (Newzoo, 2022b).

Table 1

Top 10 PC and Console games per monthly active users in Brazil (August 2022)

Top 10 PC and Console games per monthly active users in Brazil (August 2022)

1. *Fortnite*
 2. *Counter Strike: Global Offensive*
-

-
3. *Grand Theft Auto V*
 4. *FIFA 22*
 5. *League of Legends*
 6. *Minecraft*
 7. *ROBLOX*
 8. *MultiVersus*
 9. *Valorant*
 10. *Call of Duty: Modern Warfare/Warzone*
-

Source: Based on Newzoo, 2022b.

On the other hand, in Argentina, the management or direction taken by the e-sports industry demonstrates the growth and expansion that the industry has had in Latin America, finding a similar scenario to that of Brazil, where there are many organizations and initiatives that participate nationally and internationally in the e-sports environment. Among them is notable the *Electronic Sports and Video Games Association of Argentina (DEVA)*, a civil association that seeks to promote and work in favor of the professionalization of the e-sports scene in Argentina (DEVA, 2023). *DEVA* works alongside and is a member of several important organizations in the environment, among them is the *International Esports Federation (IESF)* formed in South Korea in association with the Ministry of Culture, Sports and Tourism of Korea, which brings together 134 national organizations of the e-sports industry, including national representatives in Latin America such as the *Electronic Sports Association of Ecuador (ADEE)*, *Colombian Federation of Electronic Sports (FEDECOLDE)*, *Brazilian Confederation of Electronic Sports (CBDEL)*, among other member organizations (IESF, 2023).

In turn, the presence of Argentine organizations in international competitions and that are relevant in the e-sports environment, either through their participations or through sponsorship and association with video game streamers and individual professionals in e-sports, is increasing, being an important part of the current industry landscape in Latin

America. Among the most relevant organizations in the scene that have not been previously mentioned is *BESTIA Corp*, an organization founded by Alejandro Lococo, Argentinean streamer and rapper better known by the pseudonym *Papo MC*, which joins the group of affluent figures that have ventured into the world of e-sports along with the aforementioned "Kun" Agüero and *KRÜ*, Spanish footballers David De Gea and César Azpilicueta with their organizations *Rebels Gaming* and *Falcons Esports* respectively (Díaz, 2023), as well as investment activities and such as those carried out by American basketball player Anthony Davis, current member of the *Nuke Squad* team, a *Call of Duty* e-sports team representing *FaZe Clan* in the competitive video game scene (Gideon, 2022), as well as the participation of Spanish basketball player Marc Gasol, who was part of an investment round that injected three million euros into Spanish e-sports club *DUX Gaming* at the end of 2022 (Palco23, 2022). Other well-known figures from the world of sports and video games also participated during this investment round, such as Belgian Thibaut Courtois, Spanish Borja Iglesias and youtuber Mario "*DjMaRiiO*" Alonso, an online personality focused on the video game *FIFA* and the world of soccer with almost 9 million subscribers on *YouTube* (Rubio, 2022).

In Ecuador, the previously mentioned *Electronic Sports Association of Ecuador (ADEE)* is one of the organizations focused on the e-sports industry in the country, the same self-describes its mission as "working for the professionalization of e-sports in Ecuador" (ADEE, 2023). This is one of the multiple initiatives in the country that seek the expansion and growth of the e-sports industry, with the support and incursions within the industry from technology companies and internet providers such as *Netlife* or *Puntonet*, who offer service plans with marketing focused on gamers in addition to their participation as sponsors of companies, players and events of the e-sports scene at national and international level (Montero, 2019).

In recent years, the tournament held by *Puntonet* under the supervision of its high-speed internet division *Celerity* has been one of the most important competitions in the local e-sports scene, the tournament in its 2023 edition will have 4 categories that include four e-sports of current relevance such as *Valorant*, *League of Legends*, *Dota 2* and *Rocket League*; the tournament will be held in conjunction with *Budokan*, organizer of one of the largest events related to comics and anime that has also made inroads into events involving the culture of video games (Celerity, 2023). The qualifying tournaments prior to the main event have gathered thousands of users from all over the country seeking a

place in the final competition, with almost 2 thousand individual users making use of the system provided by the international company *Challengermode* to manage the order and draws of the matches to be held between the teams and individual competitors to participate (Challengermode, 2023).

Similar to what has been seen in other Latin American countries, the world of traditional sports and e-sports are linked due to the great popularity of both disciplines in the region, which has culminated in the incursion of professional teams and clubs, especially soccer, into the e-sports scene. Notable examples worldwide include the e-sports division of institutions such as *Futbol Club Barcelona*, *Paris Saint Germain*, *Schalke 04*, *Flamengo*, *Boca Juniors*, *River Plate*, among others (Guiñón, 2019). At the local level, we can see *LigaPro's* initiative in organizing the official *FIFA* video game tournament with the participation of 12 teams that are members of the championship, the same that has a "prize pool" of 3 thousand dollars and serves as a qualifier for the *FIFA eNations Series*, granting two places for the global competition, official and sanctioned by the Federation as part of its initiative to reduce the gap between traditional and electronic sports (FIFA, 2023).

Locally in the city of Cuenca, in the year 2023 a video game competition was held as part of the institutional games of the Catholic University of Cuenca, called the *CATOGAMES*, third edition of the event organized by the Virtual Reality and Video Game Engineering Career of the University, which in its 2022 edition had more than 300 participants from the university community who were part of the competition held in a video game of the *Call of Duty* franchise, the event was supported by companies such as KFC and AKI Supermarkets (Universidad Católica de Cuenca, 2023).

In the scope of e-sports consumers in Ecuador, it is estimated that until 2021 there were approximately 500 thousand users who were directly interested in the industry and its commercial and operational activities (Araujo, 2021). If we take into account the growth rate that *Newzoo* estimates influences the Latin American market (Newzoo, 2022c), a growth rate of 3.3% in terms of variation between 2021 and 2022, it is possible to assume a growth in the number of users relative to this value, resulting in an estimated 533,000 e-sports consumers in Ecuador in 2023.

Table 2
Global video games market (2022)

Global video games market (2022)		
Region	Total income	Difference with 2021
Asia – Pacific	USD 87,9 billion	-5,6 %
North America	USD 48,4 billion	-5,1 %
Europe	USD 32,9 billion	-3,5 %
<i>Latin America</i>	<i>USD 8, 4 billion</i>	<i>+3,4 %</i>
Middle East and Africa	USD 6, 8 billion	+6,6 %
Total	USD 184,4 billion	-4,3 %

Source: Based on Newzoo, 2022c.

Thus, there is a base measurement of users in Ecuador that has grown largely thanks to the initiatives of organizations such as *Puntonet* or the *Electronic Sports Association of Ecuador (ADEE)* to encourage and grow the activities of the industry in the country.

Table 3
Growth in the userbase interested in e-sports in Ecuador

Year	Quantity of users in Ecuador
2021	500.000
2023 (aprox.)	533.000

Source: Based on Newzoo, 2022c and Araujo, 2021.

It is also important to highlight the data collected by *Newzoo* and *Visa* (2021) relevant to the Latin American market, with emphasis on Ecuador, in which it was determined that the country represents only 3.16% of paying consumers within the Latin American market, this refers to those users who make constant payments within the ecosystem of video games in general, showing that the Ecuadorian market remains on a secondary level in terms of its participation, with a situation of future growth and development.

Table 4
Paying consumers per market (Latin America 2021)

Paying consumers per market (Latin America 2021)
--

Country	Users	Percentage
Brazil	53.300.000	36,58%
Mexico	45.300.000	31,09%
Colombia	13.300.000	9,13%
Argentina	11.200.000	7,69%
Peru	7.500.000	5,15%
Chile	5.900.000	4,05%
<i>Ecuador</i>	<i>4.600.000</i>	<i>3,16%</i>
Guatemala	3.500.000	2,40%
El Salvador	1.100.000	0,75%
Total	145.700.000	100%

Source: Based on Newzoo and Visa, 2021.

Despite recent efforts to incentivize e-sports activities in the country, the local e-sports industry is still developing and must navigate a landscape that, compared to what can be seen in neighboring countries, still presents several weaknesses and obstacles for the industry to carry out its activities, with initiatives often stalling or failing to get the financial support or popularity traction necessary for their continuation. Several instances can be observed in which teams, leagues and even web portals focused on the e-sports industry in Ecuador simply stop publishing updates or cease operations, thus keeping the local industry in a niche state and making it difficult to maintain lucrative operations and sustain them over time.

CHAPTER 3

3. IS IT VIABLE TO OPEN THE E-SPORTS MARKET IN ECUADOR FOR FOREIGN COMPANIES?

Given that the e-sports industry is a global phenomenon and due to the diverse places of origin of the companies producing and distributing today's most relevant competitive video games, such companies are involved in the flow of capital to the economies of other countries, thus being an influx considered within the criteria of foreign direct investment (FDI).

Foreign direct investment (FDI) involves the transfer of capital from economic actors of one country (natural persons, companies and governments) to another with the objective of establishing new companies or subsidiaries there, as well as acquiring or obtaining a relevant participation in already existing foreign companies (IG, 2022).

The Directorate General for Trade of the European Union defines two types of foreign investment, the previously mentioned direct investment, as well as indirect investment or also known as portfolio investment, which takes place when economic entities (see companies, financial entities or individuals) purchase stockholdings within the economy of another country different from the place where they are established (DG Trade, 2020). This type of foreign investment is associated with short-term capital flows in which investors do not seek to acquire control within the issuing company.

Vertical foreign direct investment is the one that occurs when a multinational company decides to invest in a company in foreign territory that is already part of its supply chain, with the objective of maintaining greater control over its operations and seeking to reduce its costs in the process; horizontal foreign direct investment occurs when a company invests in the formation or establishment of a company abroad that performs the same activities that the "mother" company carries out in the originating country, obtaining a share in the foreign market without having to deal with the costs and export formalities that would be linked to its activities.

FDI is considered fundamental when it comes to facilitating and boosting the growth and economic transformation of an economy (Mamingi and Martin, 2018), complementing the prior existence of resources in an economy through the added financing implied by the transfer of capital, as well as the very important effect entailed

by international collaborative operations, usually carried out between countries that have a gap in their levels of development. This difference between the places of origin and destination of capital, knowledge and/or technology that come to change hands during international operations results in a boost to economic development between countries, possibly initiating and maintaining partnership relations that allow both parties to benefit, being possible for the comparatively less developed country to obtain greater recognition and in a certain way making its situation better known to the international community, factors that can be important when carrying out other financial activities between economies (Rosillo, 2011).

During the UNCTAD (United Nations Conference on Trade and Development, 2010) it was remarked that technology transfer is one of the main positive effects of FDI, advanced technology from FDI issuing countries can be achieved an advantage for domestic companies in terms of their processes, production and labor; this is of particular importance when it comes to the e-sports industry, as the infrastructure available in the territory is a vital part of the industry for its economic and operational operations. With the numerous benefits that FDI presents to the economies of both sending and receiving countries, more and more economies are seeking to improve their economic, political, social, and productive situation in order to become attractive to FDI, and recently there have been countries that have managed to stand out as major players in the field of FDI. In the world there are several FDI providers, being the three main providers worldwide in 2019: Japan (USD 227 million dollars in annual FDI), Germany (USD 139 million dollars in annual FDI) and China (USD 137 million dollars in annual FDI), while in 2020 the top three were (China USD 133 million dollars in annual FDI), Luxembourg (USD 127 million dollars in annual FDI) and Japan (USD 117 million dollars in annual FDI) according to data from the United Nations Conference on Trade and Development (2021). The top FDI recipient countries around the world in 2019 were the United States (261 billion US dollars), China (141 billion US dollars), and Singapore (91 billion US dollars), while in 2020 the top three recipients were the United States (156 billion US dollars), China (149 billion US dollars), and the territory of Hong Kong, China (119 billion US dollars) according to UNCTAD data (United Nations Conference on Trade and Development, 2021).

FDI activities have a massive notoriety and importance, becoming a necessity in order to achieve growth and development in the host economy, being one of the main

sources of external financing for developing economies in the world (Etchegaray *et al.*, 2020). According to the Inter-American Development Bank (IDB), FDI activities directly stimulate local capital investment, promoting activities that ultimately generate higher income and achieve a better quality of life for the population (García and López, 2020). This is very favorable for economies that are not at the same level of their more developed peers, having a positive impact that generates more jobs, higher production and brings with it an improvement in the business climate of a country that can subsequently translate into greater socioeconomic and political stability, with changes in public policies as a result of these activities.

In Ecuador, as in the rest of the world, foreign investment plays a very important role in the country's economy, since the amount of resources obtained in this way serves as an indicator of how attractive the economy in question is for commercial and financial openness in the international context. According to statistics compiled by the Central Bank of Ecuador, in the second quarter of 2022 Ecuador received a total of USD 675,993.6 in foreign direct investment, with the economic sectors of services, communications and transportation showing the most activity (Banco Central del Ecuador, 2022).

Within the e-sports industry it has been observed that the industry handles economic flows of great importance, attracting a multitude of spectators, as well as actors of the related markets, thus presenting multiple opportunities for exposure and dissemination for such actors, since it is one of the technological and entertainment areas that have shown the greatest growth in recent years, becoming an economic sector of great opportunity for return on investment for economic actors interested in these activities. Due to the remarkable growth rates of the segment and the great extension of the industry worldwide, the economies of the countries in which these activities take place can benefit. However, despite the growth observed, in 2023 the industry has shown a slight trend towards market contraction.

Given the behavior of the e-sports market in recent years, the industry maintains an environment linked to that of the technology sector and, according to Totilo (2022a), it is a "popular, if not profitable" segment. As discussed by Totilo, the e-sports market has a propensity towards the revenues generated by the industry's activities being perceived mostly by the developers and distributors of the video games, with direct

investment projects by third parties being much less common and presenting less cases of success (Totilo, 2022a).

Notable attempts to make inroads into the e-sports sector include the activities that Savvy Gaming Group (SGG) has been undertaking in recent years, the group which is under the control of the Saudi Arabia Public Investment Fund has allocated nearly US\$38 billion for investment in the video game industry, with investments especially dedicated to the e-sports industry (Totilo, 2022b). Such investments included the purchase of the Electronic Sports League (ESL) and the e-sports platform FACEIT by SGG in January 2022 for the sum of 1.5 billion US dollars (Wilde, 2022), as one of the actions taken by the Saudi government in order to diversify its economy within the framework of the Vision 2030 strategic plan that seeks to reduce its dependence on oil and develop other sectors of its economy such as tourism, entertainment and education (Rashad, 2016), the new group aims to "be a pioneer in the development of the gaming and e-sports industries both locally and internationally", with the video game market comprising Saudi Arabia, Egypt and the United Arab Emirates likely to generate an estimated USD 3.1 billion by 2025 (Arab News, 2022).

These activities have resulted in controversy in the international community both within the e-sports industry and in general, due to the multiple controversial instances in which the Saudi regime has been involved, such as its involvement in the murder of journalist Jamal Khashoggi, the history of human rights violations within Saudi Arabia, and accusations of "sportswashing" by the international community (Zidan, 2019). SGG in turn invested USD 265 million in Chinese e-sports operator VSPO in February 2023, adding to the company's list of investors that already included partnerships with Tencent, Garena and Krafton; popular e-sports developers and distributors in the Asian giant (Daniels, 2023a).

In the United States, the state of North Carolina in conjunction with the company Subnation Media approved a USD 5 million fund to encourage the production and organization of e-sports events in the city of Raleigh (Šimić, 2021). In addition to financial support, the organizational facilities offered by the city government brought about an increase in the number of e-sports events held during 2022 and 2023, with the League of Legends LCS Spring Finals 2023 generating USD 2.74 million in direct economic impact in the city of Raleigh (Šimić, 2023a), the calculations made by Riot Games and the Raleigh city government notably excluded the financial participation of

local citizens, who visited and attended the event and its different attractions such as the "Fan Fest" held in conjunction with the competition, a festival that offered different services related to gaming and food for attendees offered by local businesses (Šimić, 2023a).

Also, within the e-sports environment there has been an increase in the establishment of operational bases and talent development centers within the local markets of the organizations involved, with some cases of expansion outside their domestic markets such as the opening of a new operational base for FURIA Esports in March of this year located in the north of Malta, which will have state-of-the-art facilities for company operations (Rubio, 2023). FURIA's decision to begin operations in the European country is part of the Brazilian organization's incursion into the Maltese market, with an investment of €136,000 euros over the 6 months it will take to adapt and build the site (Rubio, 2023). In turn, Giants Gaming presented its new innovation center located in the city of Malaga in March of this year, a center that in addition to supporting its activities within the e-sports industry offers support to European startups in segments such as digital media, blockchain, web3, and gaming (Studholme, 2023). Giants expects the center and its partner fund, the Giants Venture Capital Fund to reach €50 million eventually, expecting to support up to 40 ventures in the near future (Studholme, 2023).

Closer to the Latin American market, GGTech Entertainment raised USD 12.4 million in investment in June 2023 from its investment partners Glisco Partners and Heart Beat, of Mexican and British origin respectively (Daniels, 2023b). GGTech expects to use this capital to boost its foray into the North American market, with an emphasis on competitions and sponsorships within the collegiate e-sports segment, the most mature market for these types of operations; it also aims to continue expanding its operations in Latin America and the Middle East, regions in which GGTech has focused on the organization of competitions, especially in the League of Legends environment, the Spanish company had previously acquired the British-based collegiate e-sports focused company NUEL (Šimić, 2023b), thus establishing operational headquarters in the United Kingdom.

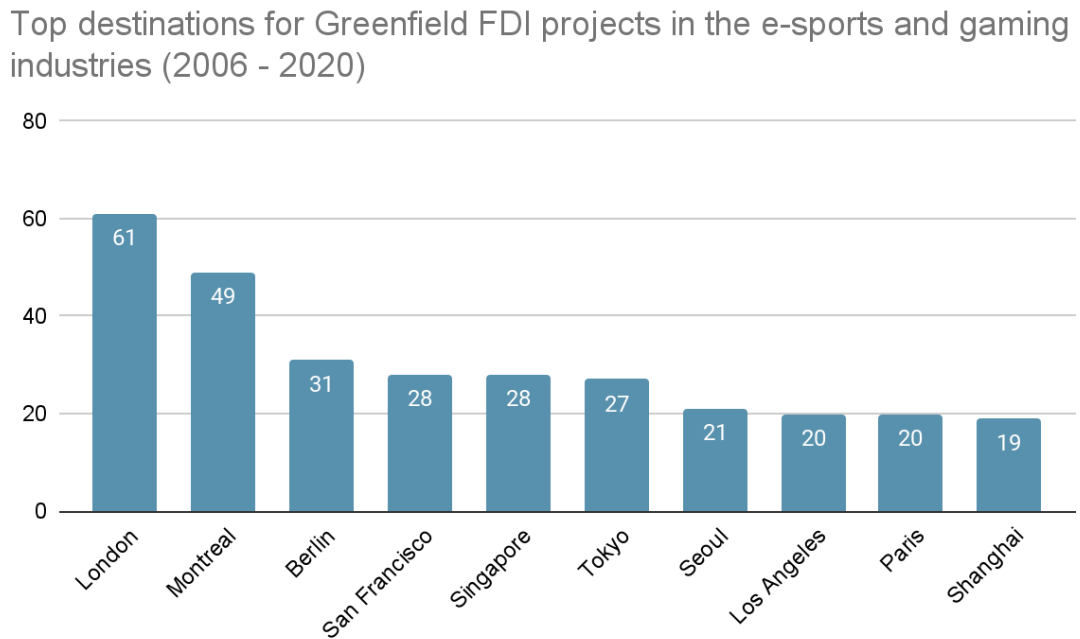
On the other hand, certain organizations within the e-sports segment have gone through slightly more complicated situations in recent times, such as FaZe Clan, an organization that has been forced to divest 40% of its workforce in 2023, after filing financial statements reporting losses of USD 53.2 million in 2022 (Lee, 2023), this comes

notably after FaZe's IPO conducted in July 2022, in which the company reached a peak valuation of USD 725 million (Fischer, 2022), with its share price taking a massive decline from USD 24.69 in August 2022 to USD 0.58 in May 2023 (Lee, 2023).

Live event operator and e-sports live stream production Beyond The Summit (BTS) terminated the contracts of all its employees in February 2023 seeking to survive the company's current economic situation, while it was specified that BTS still maintained the necessary capital to conduct its operations and fulfill its contractual obligations, the company's social media as well as official company communications have been sparse since the announcement (Šimić, 2023c), these being two of the cases of economic difficulties seen in the e-sports segment today.

The investment activities of the e-sports segment within the video game industry show a trend towards mergers and acquisitions according to Totilo (2023), operating in an environment that favors investment in more established markets within the e-sports industry, as well as those that offer favorable conditions when it comes to the industry's financial activities (Totilo, 2023). According to data presented by the statistic and news portal fDi Intelligence, foreign direct investment projects within the e-sports and video games industry under the modality of Greenfield foreign investment that occurred between 2006 and 2020 had cities with highly relevant markets within these industries as their destination (Irwin-Hunt, 2021), showing the cautious behavior of the industry when carrying out these operations, opting for destinations that are proven and familiar to the industry.

Figure 1
Top destinations for Greenfield FDI projects in the e-sports and video game industries (2006 - 2020)



Source: Based on Irwin-Hunt, 2021.

In turn, the auditing firm and company that offers various professional services Deloitte, concluded that, in a study on the behavior of investment within the e-sports industry, due to the relative infancy of the industry in comparison with segments considered traditional within foreign investment activities, such as the manufacturing industry or mining and natural resource extraction activities, the industry fails to attract the massive amounts of investment that would be expected as per the high potential returns (Deloitte, 2019).

This same study concluded that the profile of the investor into e-sports organizations and teams that are external to video game developers and distributors is commonly comprised of affluent individuals, family investment offices, and venture capital firms (Deloitte, 2019). It is also emphasized that investment activities within the e-sports industry have not become consistently frequent due to the risks and volatility of the industry, which, while it may present multiple opportunities for growth and revenue, may ultimately discourage potential investors due to the potential lack of guarantees that their investment will be recouped (Deloitte, 2019); according to Deloitte, the industry has not yet managed to find a business model that allows consistent and reliable income, due to the large variations in the economic flows of the industry that are linked to various factors such as the performance of competitors and teams that the different brands sponsor

and support, as well as the lack of sources of income outside this fact that can be consistent and can accurately predict cash flows for the company (Deloitte, 2019).

In the event that this balance between revenue consistency and raising sufficient funds for the investor to maintain confidence in the operation is not achieved, the investor profile tends to be more risk tolerant, although there have been certain cases such as EagleTree Capital and its acquisition of Corsair Components Inc, a company in the electronics segment that specializes in the production of gaming-focused peripherals and has partnerships with some of the most important competitions and organizations in the e-sports environment (Deloitte, 2019), that manage to circumvent the line of uncertainty when it comes to making investment, relying on a segment of greater familiarity as a safeguard against a possible economic loss.

With the numerous benefits of foreign investment for both issuers and recipients, more and more countries are seeking to improve their socioeconomic, political, productive and competitive situation in the different sectors and markets at the international level, with the objective of becoming more attractive and open to foreign investment and economic flows.

According to García and López (2020), the impact and importance of foreign investment is not only related to purely economic or statistical data, but also to the development of global value chains that connect countries with fewer economic and technological resources with developed countries through operational and production activities, also serving to provide new and innovative tools that lead to the growth and potentialization of their industries.

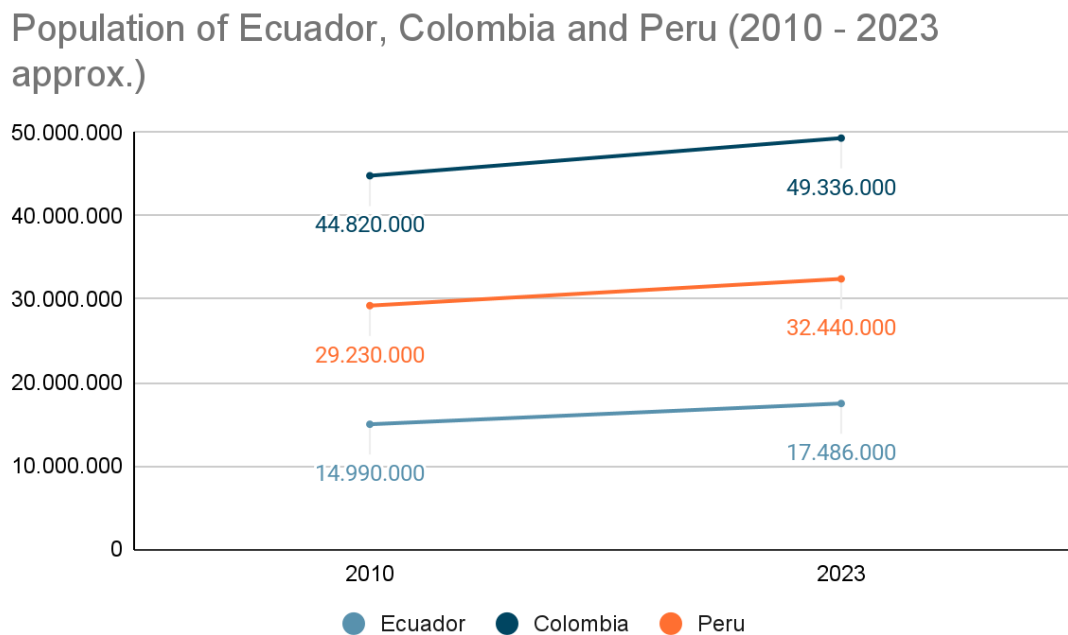
Likewise, the opening and diversification of economies is both a symptom and a cause of economic improvements in the reality of developing countries, making use of international economic cooperation instruments such as foreign investment and international trade to ideally reach favorable growth levels for both economies, but especially helping developing countries to cover the existing gap with developed countries (Rivas and Puebla, 2016).

Despite the growth that FDI indicators have had in Ecuador in recent years, Ecuador is a country where FDI has not had as noticeable an impact as in other economies in the region, considering this as one of the main problems that Ecuador has had to reach a higher level of growth and monetary flows. Ecuador presents levels considered low

compared to those seen in other countries in the region, explained by factors such as its reputation as a high-risk country, instability and complexity in its political and fiscal situation, the volatile relationship between the powers of the state, as well as the lack of transparency and notable presence of corruption that create an environment of uncertainty for potential investors (U.S. Department of State, 2022).

In turn, market size and economies of scale are among the determinants that are first considered when carrying out FDI activities, since the associated costs are usually lower with the presence of a good availability of labor, also having a greater possibility of return on investment if the product or service resulting from FDI activities is available to a greater number of people (Rosillo, 2011). Here Ecuador has a population considerably smaller than that of neighboring countries Colombia and Peru, with approximately half the population of its southern neighbor, Peru and being largely surpassed to the north by Colombia (Central Intelligence Agency, 2023).

Figure 2
Population of Ecuador, Colombia and Peru (2010 - 2023 approx.)



Source: Based on Central Intelligence Agency, 2023.

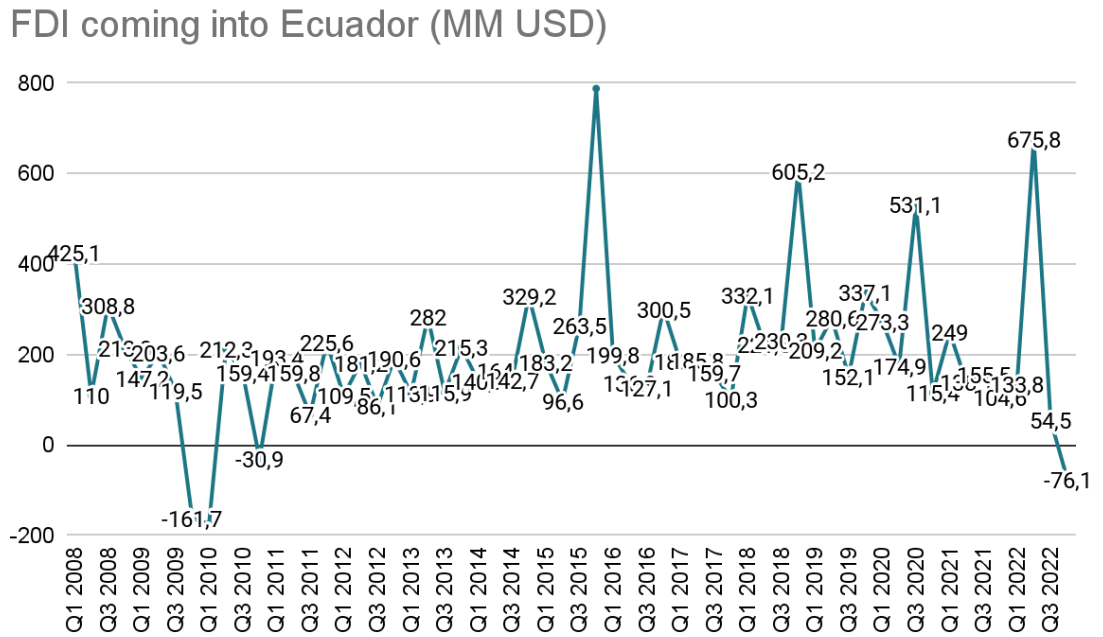
According to Dunning (1988) the country receiving foreign investment must have some factor that attracts the attention of investors, in addition to the fact that the costs associated with starting operations in the destination country should be lower than those that would be incurred in the case of simply licensing the use of its intellectual property

to a third party. Considering also that the costs of exporting the product or service are not a viable option in case there are obstacles in the operation such as tariff barriers or strict regulations in the country of destination or if its transportation costs are too high, affecting the profits of the operation with a return on investment that can be affected in time and quantities.

In Ecuador, as a result of the current state of social discontent with the government and the perceived lack of effectiveness in combating problems such as organized crime and accusations of corruption against members close to the top of the Lasso administration, in addition to the turbulent political and economic climate that has led to the country's current situation, has led to a negative balance in the indicators of Foreign Direct Investment in the last quarter of fiscal year 2022, as well as a notable increase in the country risk indicator at the beginning of the year 2023 and in comparison with records of Ecuador's recent history (Banco Central del Ecuador, 2023a).

In fact, such is the magnitude, or lack of, in this case, of the Foreign Direct Investment received in Ecuador, that the values seen in the last six to nine months represent the lowest period of Foreign Direct Investment since the third quarter of 2010. We can note in turn, the decrease in participation in Foreign Direct Investment from various origins, since according to data provided by the Central Bank of Ecuador, investment from Canada has shown a significant reduction during the year 2022, not appearing in the top of countries of origin of Foreign Direct Investment despite being a partner of great importance to Ecuador in the 10 years that are reflected in the data of the Central Bank.

Figure 3
FDI coming into Ecuador (MM USD)



Source: Based on Banco Central del Ecuador, 2023b.

Figure 4
Foreign Direct Investment in Ecuador (2012 - 2022) [MM USD]

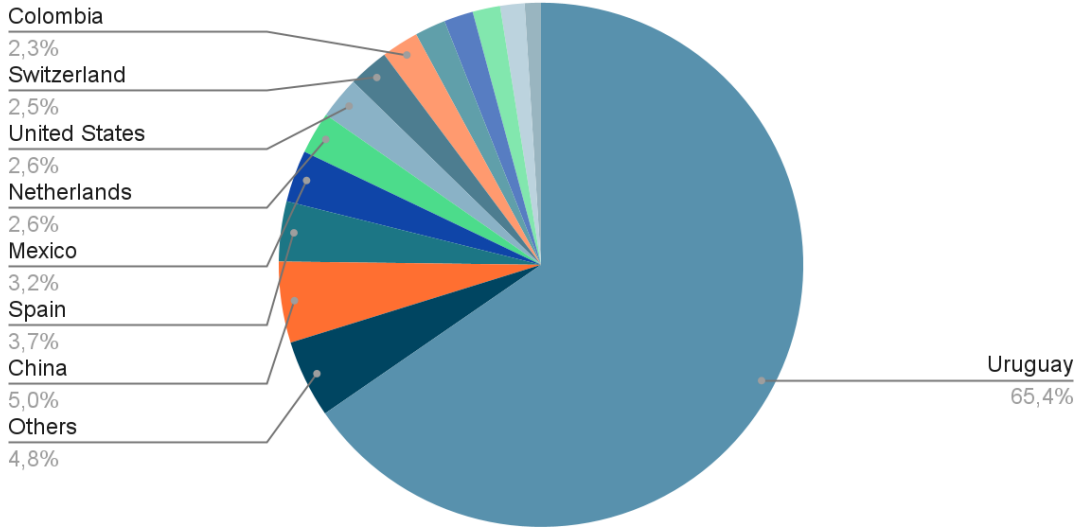


Source: Based on Banco Central del Ecuador, 2023b.

Figure 5
Origin for FDI coming into Ecuador (2022) [Percentage split]

Origin for FDI coming into Ecuador (2022) [Percentage split]

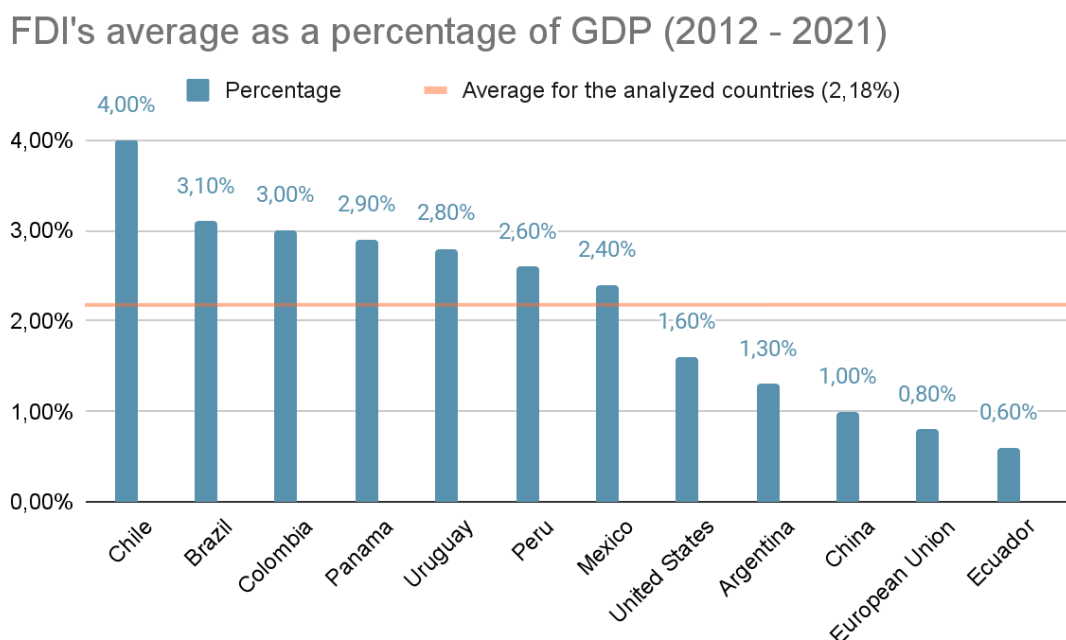
Note: Others is mainly conformed by England, Peru, Hong Kong, Argentina and Costa Rica



Source: Based on Banco Central del Ecuador, 2023b.

It is also apparent that in Ecuador the figures obtained by Foreign Direct Investment represent a lower percentage of the country's GDP compared to other countries in the region, as well as with some of Ecuador's trading partners, being well below the average of these economies according to the data analyzed by the Central Bank of Ecuador (2023).

Figure 6
FDI's average as a percentage of GDP (2012 - 2021)

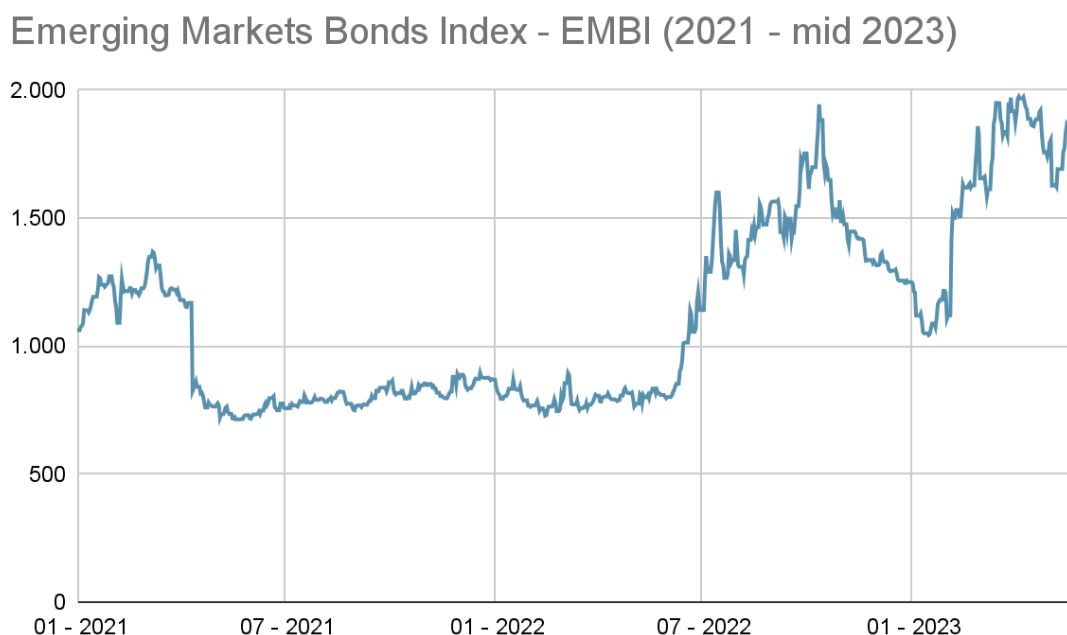


Source: Based on Banco Central del Ecuador, 2023b.

Also during 2022, the political, economic and social instability of the country became evident through the multiple instances of violence both inside and outside detention centers in the country, as well as the protests that took place in June, which left a total between losses and damages of USD 1,115.4 million, of which USD 1,104.8 million correspond to losses and USD 10.6 million to damages according to data from the Central Bank of Ecuador (2022).

At the same time, the increase in country risk after 2020 is remarkable in Ecuador, ignoring the extreme and atypical levels for the temporary period caused by the COVID - 19 pandemic, we can observe, through the indicator, a reflection of the current situation in the country, This situation of instability and volatility has permeated the international business environment and has been hindering the attraction of new resources obtained through Foreign Investment and contributing to the lack of confidence in Ecuador and companies originating from the country as an international partner, greatly affecting the country's competitiveness as a destination for financial operations. The country risk reached a peak of 1966 points in April 2023, with a tendency to rise during the month of May and beyond (Banco Central del Ecuador, 2023), a situation that was exacerbated due to the initiation of the political trial of the President of Ecuador, Guillermo Lasso, and the subsequent dissolution of the Assembly as a result of the so-called "cross death".

Figure 7
Emerging Markets Bonds Index - EMBI (2021 - mid 2023)



Source: Based on Banco Central del Ecuador, 2023c.

All these political and economic factors contribute to the fact that Ecuador does not represent one of the most attractive destinations in the region for investment activities, the high fluctuation of the situation within the country adds to the pre-existing disadvantages of the Ecuadorian economy as a destination in which to develop international financial activities. The result of these disadvantages is a climate of uncertainty for investors, who may consider neighboring countries in the region as a more attractive destination for their capital or participation.

Foreign Direct Investment activities within the e-sports and video game industry reached their highest indicators in 2022, with an estimated USD 3.6 billion USD in more than 140 projects worldwide (Irwin-Hunt, 2023), reaching double the figures of 2021, in which a total of USD 1.6 billion USD was invested in 88 projects, with major companies in the segment such as *Riot Games* and *Unity* embarking on at least 5 investment projects respectively. In addition, *SEGA* established a new subsidiary in Singapore, a very attractive destination country for the entertainment and technology sector, with which *SEGA* seeks to enhance its marketing and market research operations in Southeast Asia (Irwin-Hunt, 2023).

However, due to the current situation of the e-sports industry, a lower performance in Foreign Direct Investment is expected worldwide in 2023, due to the recent loss of

almost 36 thousand jobs in the technology sector, affecting the video game and e-sports industry in the process (Irwin-Hunt, 2022). The e-sports industry is considered to have begun to face "economic realities" as it confronts the contraction of the available market (Browning, 2023), reflecting concerns coming from certain parties within the industry, fearing that the industry is experiencing an economic bubble; despite these reservations, the trend indicates the maintained value of e-sports industry activities, although the figures currently being managed are lower than previously experienced figures (Baker, 2019).

3.1 Explorative survey on the knowledge, attitude and preferences of the university community of the city of Cuenca regarding e-sports and the video game industry

In order to observe the situation at the local level, a survey was conducted with questions and parameters to be analyzed based on the research conducted by the auditing and professional services firm Deloitte, in conjunction with the Liga de Videojuegos Profesional, considered the largest e-sports organization in Spanish-speaking countries, with presence in more than 30 countries worldwide. This survey analyzed parameters such as the sociodemographic profile of the participants, employment and economic situation of the respondents, average consumption of content, preferences and trends in the content that participants consume, among others (Deloitte and LVP, 2022).

3.1.1 Methodology

The methodology to be implemented for this research will be the one described by Hernández-Sampieri et al. (2014) in their book *Research Methodology*, which is a mixed methods research as it is based on the collection and analysis of quantitative and qualitative data in a mixed qualitative-quantitative approach with the use of the Explanatory Sequential Design (DEXPLIS) as a guide (Hernández-Sampieri *et al.*, 2014). In turn, a comparative analysis of the parameters analyzed by Deloitte with the results obtained by the research will be carried out, with the aim of observing, noting and analyzing the differences or similarities found.

The research will include in-depth bibliographic reviews, compilation and analysis of different financial data available to the general public through the publications referred to throughout this work and that offer relevant data for the research. Finally seeking to better understand the current situation, challenges and opportunities that the e-

sports industry has in Ecuador, reaching possible suggestions to encourage both local and foreign investment in the country through this industry.

3.1.2 Participants

The survey collected a total of 92 responses and was carried out among members of the university population of the city of Cuenca, the selection of the participants was carried out by the way of convenience sampling.

3.1.3 Instruments

The survey was applied through a Google online form, making use of its tools. Respondents were contacted in person, through phone calls and via WhatsApp messaging application.

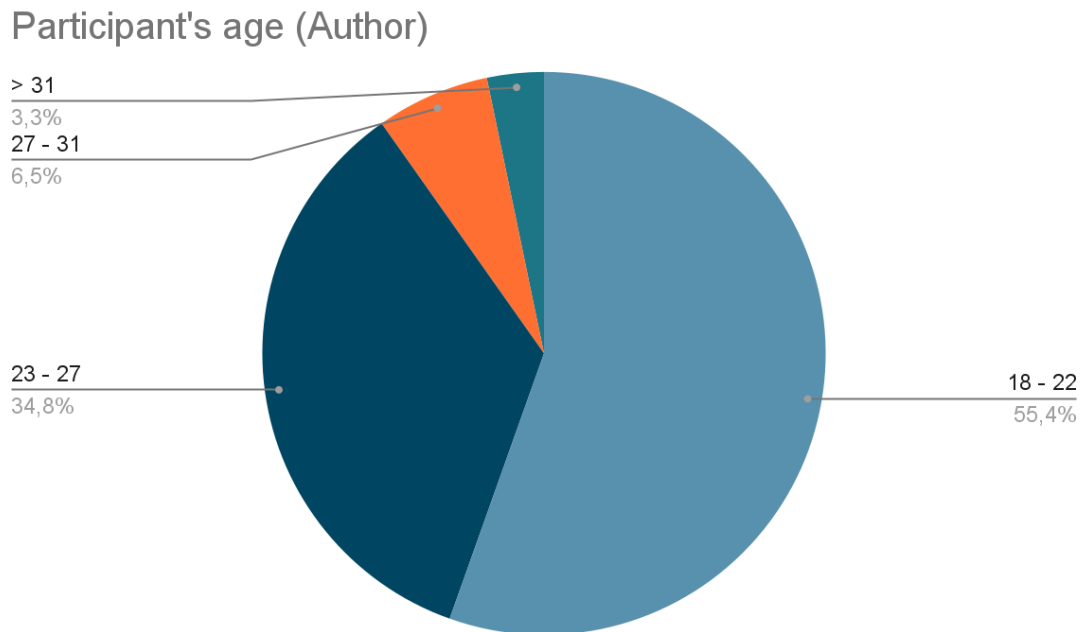
3.1.4 Process

A structured questionnaire of 13 questions was used, of which 6 were multiple choice, 3 were dichotomous, 3 were differential semantic scale and 1 was closed. To analyze the data, the tools provided by Google Forms were used to answer the questions.

3.1.5 Results

As notable results, we can observe that certain trends seen in the external studies previously conducted are repeated in the sample analyzed. The survey showed that almost 90% of the participants were in the 18-27 age group, a situation that is explained by the fact that the survey was conducted among a university population, which is in line with international demographic trends in the e-sports industry segment.

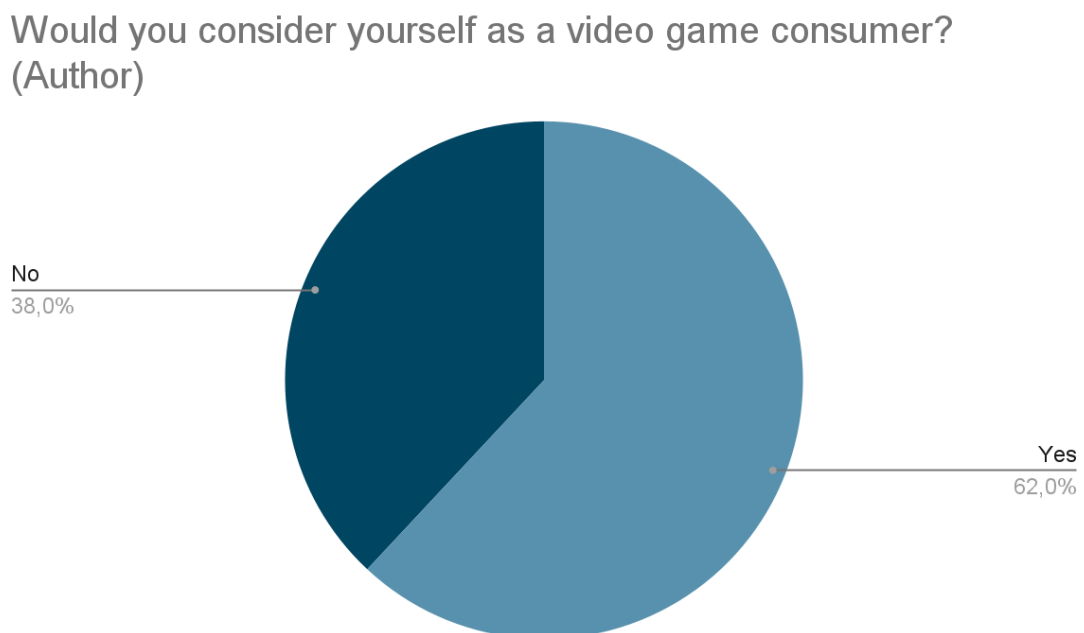
Figure 8
Participant's age (Author)



Source: Own compilation, 2023.

The proliferation and awareness of the term e-sports is also notable, with 72.8% of participants indicating familiarity with the term, despite the fact that only 62% of respondents reported being gamers and consumers of video games.

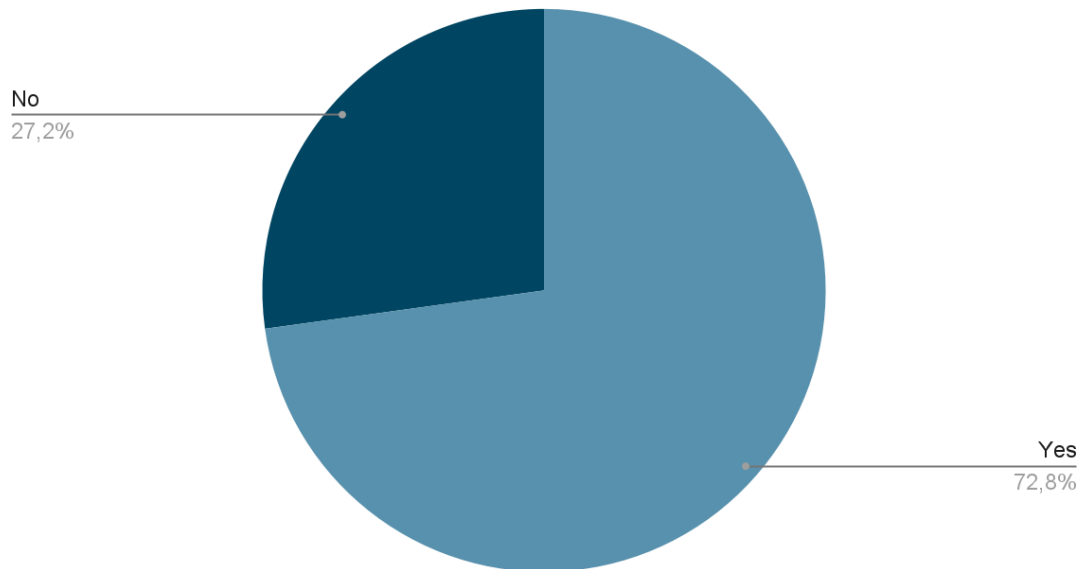
Figure 9
Would you consider yourself as a video game consumer? (Author)



Source: Own compilation, 2023.

Figure 10
Are you familiar with the term e-sports? (Author)

Are you familiar with the term e-sports? (Author)

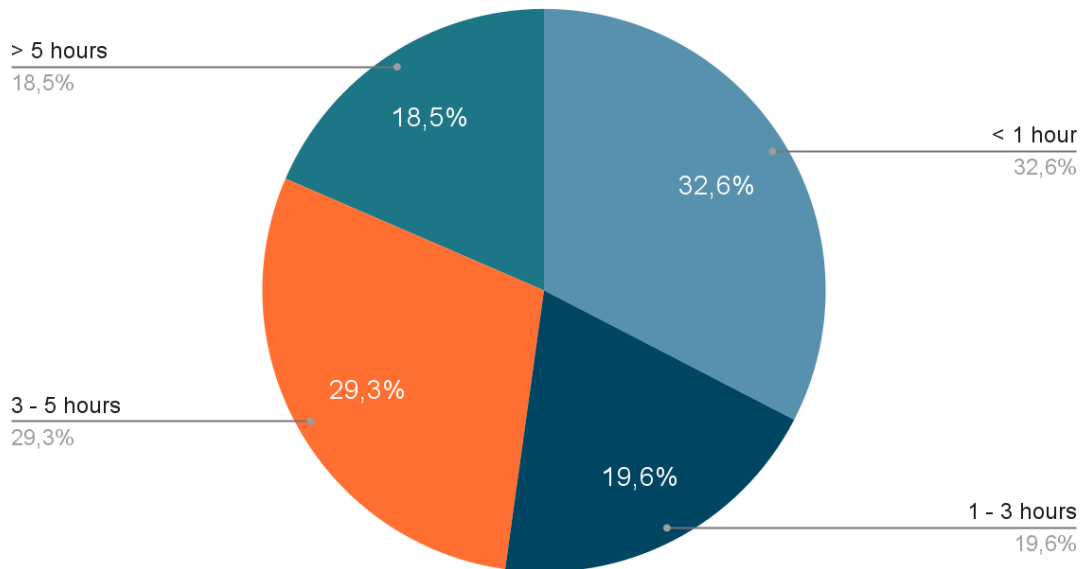


Source: Own compilation, 2023.

On the other hand, participants reported that the time they spend consuming e-sports and video game content, this includes playing video games, as well as viewing online content such as videos, live broadcasts, among others, are situations in which the availability of free time for users may not be constant.

Figure 11
Weekly time for e-sports and video game consumption (Author)

Weekly time for e-sports and video game consumption (Author)

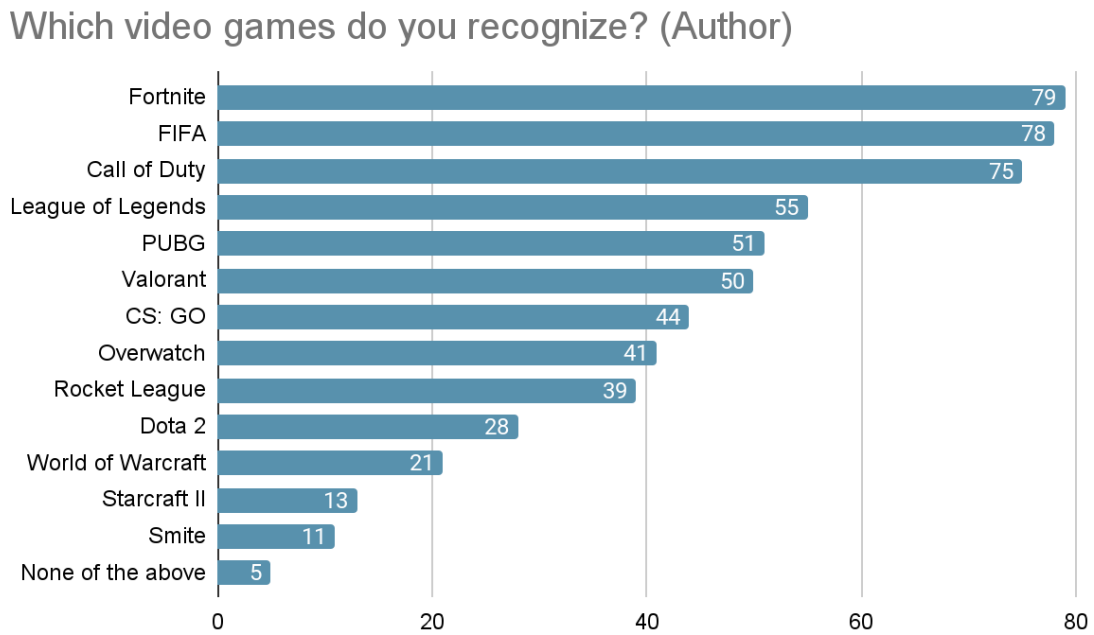


Source: Own compilation, 2023.

The bias towards a lower time commitment on the part of the respondents responds to the personal situations in which they find themselves, there being a correlation between education and work activities of those participants who find less free time for these activities.

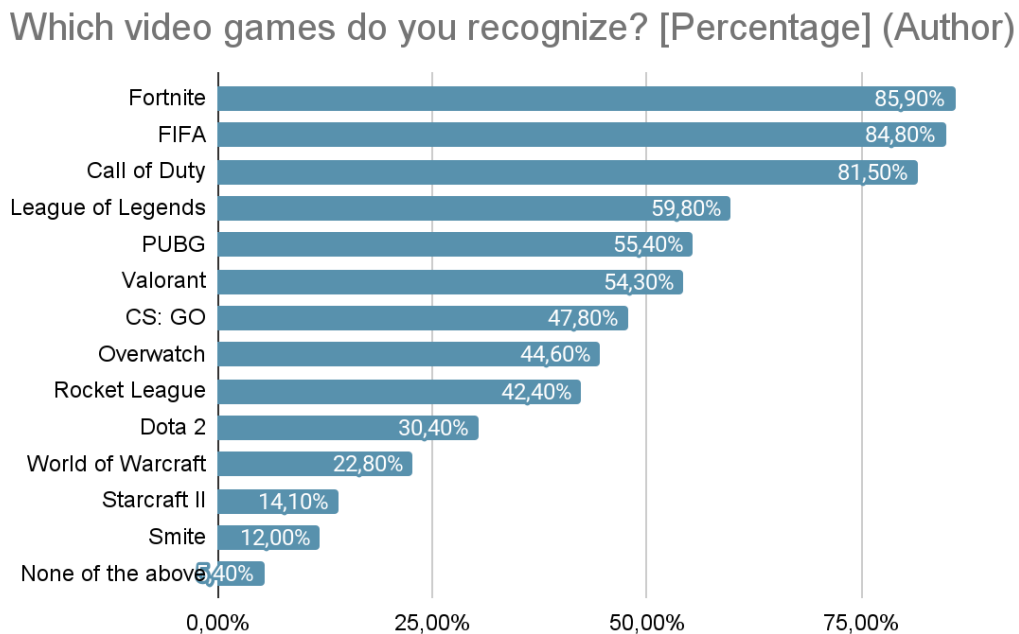
In turn, the trends observed in the survey conducted, allows us to infer the nature of the current e-sports and video games market in the sector of the population analyzed, in which the dominating titles, at least as far as recognition is concerned, are the most popular video games in the market in general that have an e-sports scene at the same time, including titles such as *Fortnite*, and the *Call of Duty* and *FIFA* franchises, which may come to be considered of greater relevance and reach, especially in the "casual" participant who may come to participate or consume this content thanks to the influence of the people with whom they associate with:

Figure 12
Which video games do you recognize? (Author)



Source: Own compilation, 2023.

Figure 13
Which video games do you recognize? [Percentage] (Author)



Source: Own compilation, 2023.

It is possible to observe the great amount of recognition that these video games have in popular culture if we look at the number of users who can recognize the mentioned titles, because although a portion of respondents do not consider themselves consumers

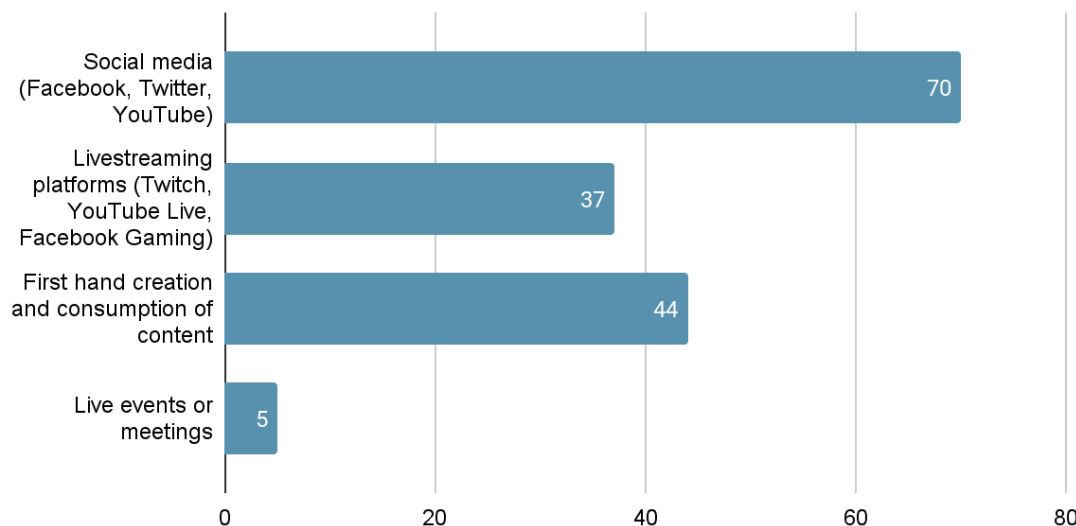
of video games or e-sports, the most important intellectual properties of the video game segment have achieved such relevance that it is a very small minority which does not identify any title in the list.

Regarding users' preferences for consuming online content related to e-sports and video games, social networks manage to take over much of the available audience share, this form of consuming content usually occurs through pre-recorded content that is made public on different platforms; on the other hand, the local sample maintains a preference for "on-demand" content as well as the use and consumption of video games:

Figure 14

Distribution for the means of consumption of content related to e-sports and video games (Author)

Distribution for the means of consumption of content related to e-sports and video games (Author)

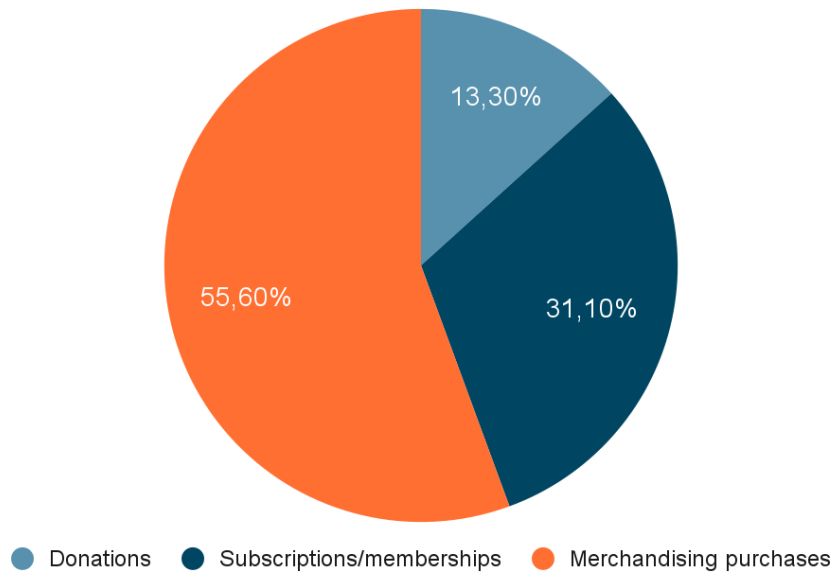


Source: Own compilation, 2023.

At the same time, participants expressed a greater preference for certain ways of supporting online video game or e-sports content creators, preferring the purchase of merchandise as the preferred means of support.

Figure 15
Preferred means of support for content creators (Author)

Preferred means of support for content creators (Author)



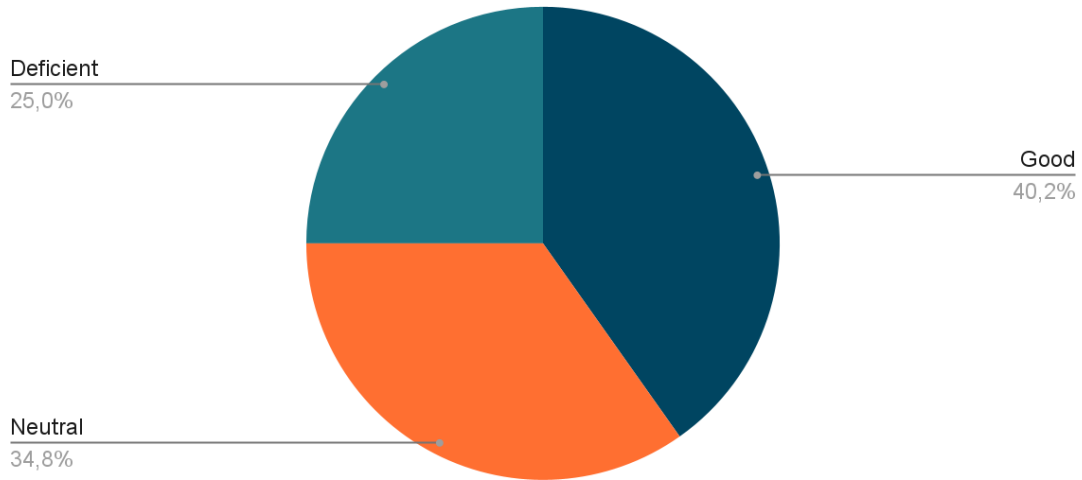
Source: Own compilation, 2023.

Regarding the economic and quality of life indicators of local respondents, it is possible to note the increase in Internet penetration in Ecuador not only in its availability and access, but also obtaining good levels of satisfaction in the surveyed users. It is also possible to visualize the trend towards a very probably stable economic situation, since users who report a dissatisfaction in their current situation represent 25% of the total, with very few instances of dissatisfaction in terms of Internet service and availability and quality of technological devices.

Figure 16
How would you classify your current economic situation? (Author)

How would you classify your current economic situation? (Author)

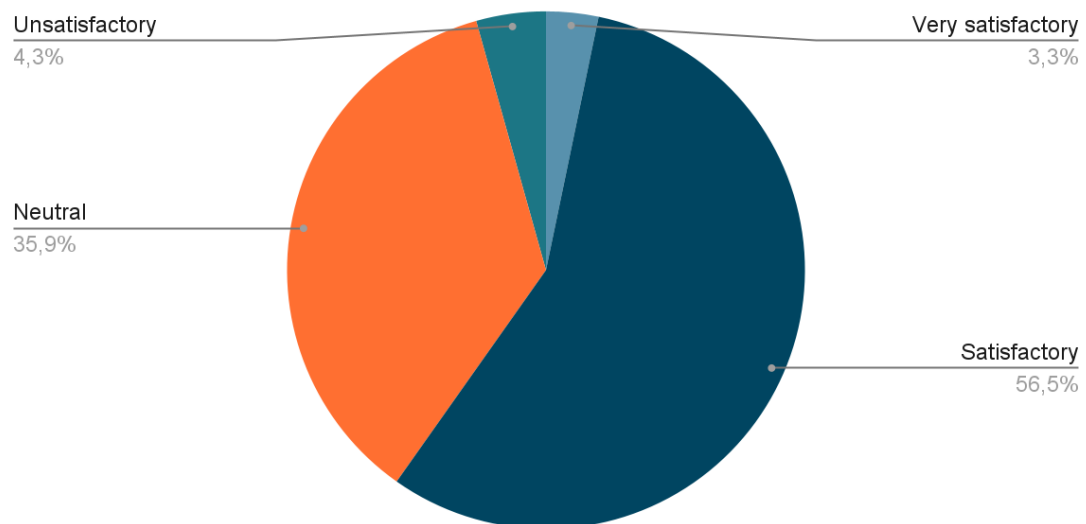
Income and money available for consumption



Source: Own compilation, 2023.

Figure 17
How satisfactory is your access to and quality of Internet service? (Author)

How satisfactory is your access to and quality of Internet service? (Author)



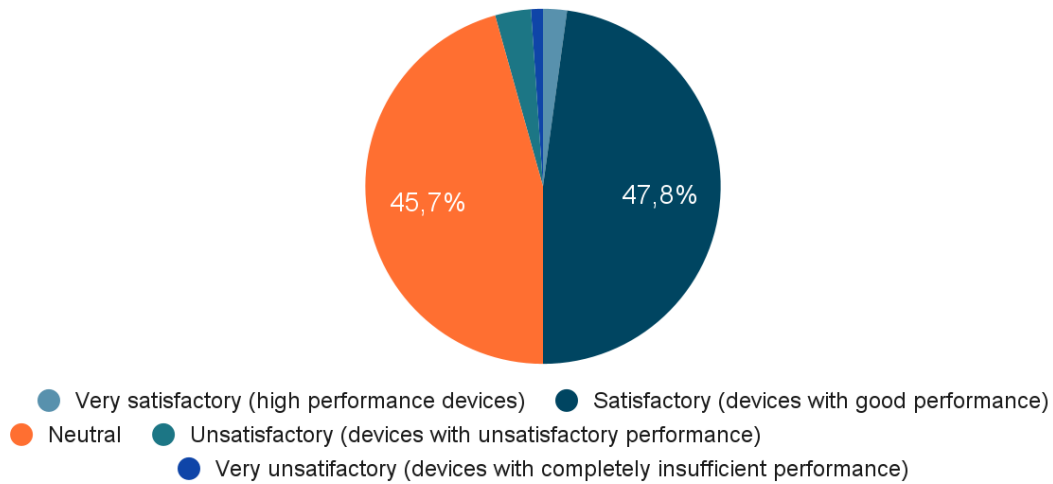
Source: Own compilation, 2023.

Figure 18

How is your current situation pertaining to the availability and satisfaction of your technological devices? (Author)

How is your current situation pertaining to the availability and satisfaction of your technological devices (Author)

Note: includes devices used to play video games.



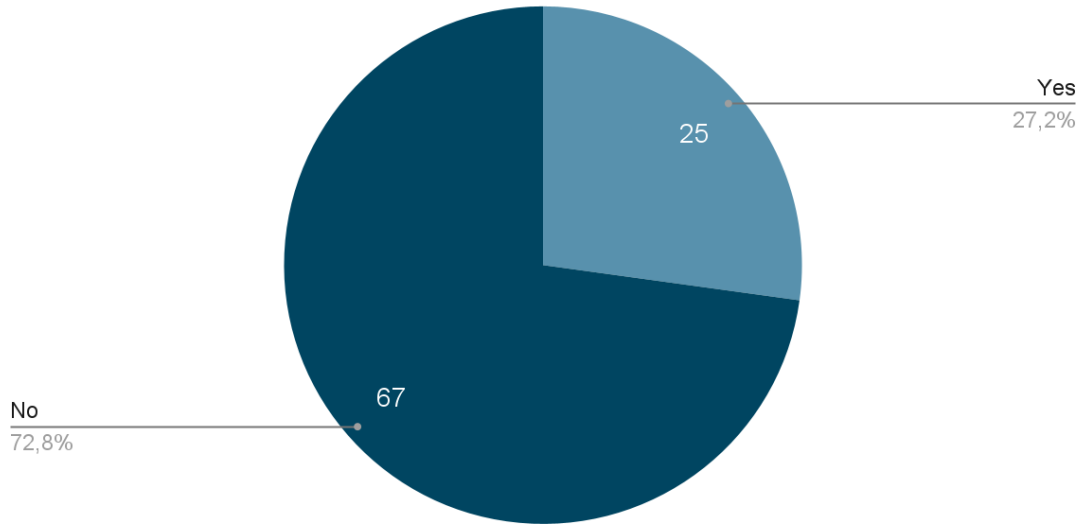
Source: Own compilation, 2023.

It can be seen that compared to other times, access to devices with good performance, access and quality of Internet services, and even the economic situation in Ecuador are no longer factors that really play against consumers of e-sports and video games, although the connectivity that users have to online connectivity services offered by video game developers and distributors is usually not ideal, with a disadvantage in the region that is evident in those competitive video games in which a fast and stable connection is necessary.

Finally, respondents were asked about the possibility of additional users in their homes, being considered as possible consumers within the e-sports industry at a local level and contributing to the industry's viewing and involvement figures. It was also inquired about the amount of money that respondents would be willing to spend in the case of local e-sports projects such as live events, initiatives to support team building or the development of local players, etc. This question aims to analyze and reflect the approximate situation of consumers regarding the possible development of the local e-sports industry.

Figure 19
Would you say there's additional e-sports/video game consumers in your home? (Author)

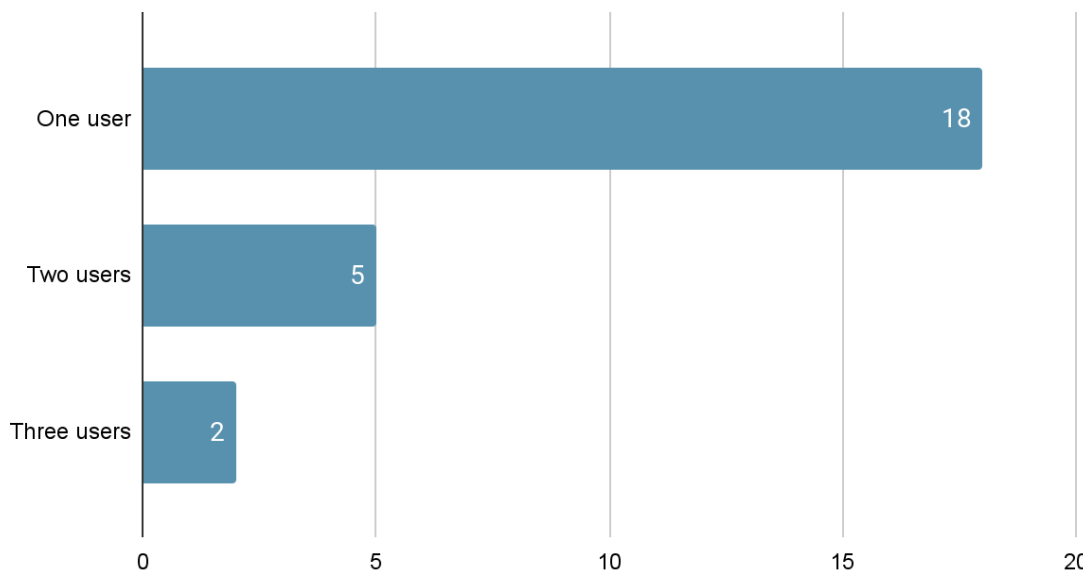
Would you say there's additional e-sports/video game consumers in your home? (Author)



Source: Own compilation, 2023.

Figure 20
Additional users per participant's homes (Author)

Additional users per participants' homes (Author)



Source: Own compilation, 2023.

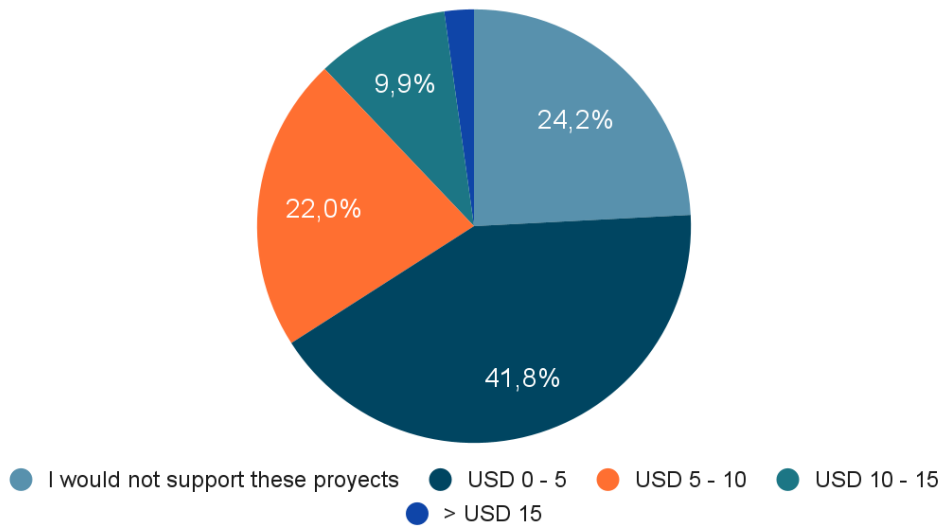
This would result in a total of at least 34 more potential users within the daily environment of the respondents, usually composed of family members of the users and who may come to represent consumers of the e-sports industry at the local level.

At the same time, it is possible to observe that due to personal and general factors of the economic situation of students in the city of Cuenca, the amounts that the industry would handle are slightly lower than those seen in other regions:

Figure 21

What amount would you be willing to separate in order to support local e-sports ventures? (Author)

What amount would you be willing to separate in order to support local e-sports ventures? (Author)



Source: Own compilation, 2023.

A preference can be noted for amounts below USD 10 US dollars, a range that users consider relevant for a possible collaboration or economic involvement in local activities related to e-sports.

CHAPTER 4

4. DISCUSSION

The e-sports industry is a worldwide phenomenon that has achieved enormous growth in the last decade, and has not yet reached its full potential in Ecuador. It is possible to identify that the niche market in which the industry is located has not reached the penetration levels seen even in neighboring countries in the region, the multitude of factors that contribute to this situation include characteristics of the Ecuadorian market to situations beyond the control and influence that the local community could have, resulting in an industry that is still developing in the country.

The panorama of competitive online video games in Ecuador is largely governed by the flows of popularity that the video game industry in general has, since, although there are professional scenes for many of the most popular video games today, they usually do not have the ideal conditions to be able to get to settle in the cultural "zeitgeist" that manage the video game mainstream titles, an example of this situation is *Fortnite*. The video game developed by *Epic Games* had in the recent past a lot of support from its developer and its associated sponsors to start and maintain a professional scene that is able to compete with other titles in the segment, *Fortnite's* popularity in turn reached extreme levels during the last years of the 2010s, so it would be expected that its competitive scene, with undeniable support from those in charge of maintaining the operations of the video game and being most likely of the most influential video games of the last 10 years, has simply not reached the heights that would be expected from such a combination; A situation that is reflected in the viewing data and prize pools that the scene manages, usually placing it below the e-sports that dominate the interest of online consumers (Clement, 2023).

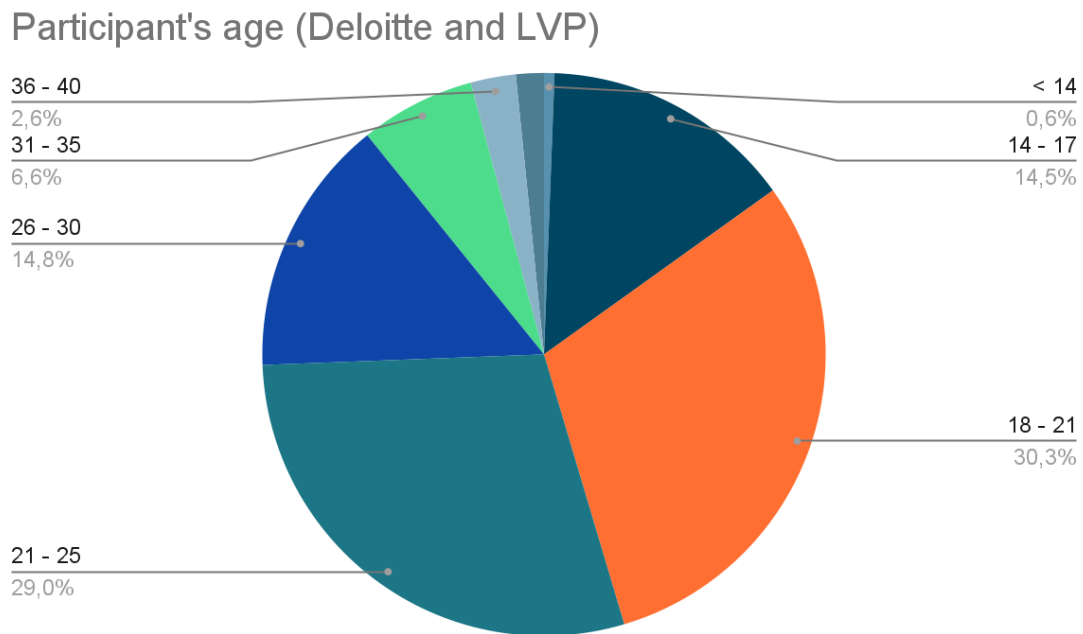
This situation has a similar reflection in Ecuador, with the dominance of video games such as *League of Legends* and *FIFA* in the country's competitive video game scene, with established competitions and generally favorable environments, but which do not reach the diffusion and relevance of the competitive scenes in other territories in the region, notably Brazil and Argentina.

In a way, we can try to explain the reasons why e-sports in Ecuador have not achieved such development, among which we can include the size of the industry's market and the possibilities of users to participate in them. Regarding the market size of the e-sports industry in Ecuador, it is estimated that around half a million gamers in the country

are interested in the activities of the industry (Araujo, 2021), a population that can be considered small in relation to the current situation in countries where the industry continues to grow as Chile, where the first *Pan American Esports Championship* will be held in late 2023, an event to be held in conjunction with the Pan American Games where a large number of spectators and participants are expected (Chan, 2023).

Within the parameters analyzed by the Deloitte and LVP survey in Spain, it is possible to observe the presence of trends in terms of the results, emphasizing the demographic classification of e-sports consumers both locally and internationally, with a bias towards the younger population and economic resources that allow consumers to be part of the industry activities in their free time, also including those individuals who perform their work activities within the industry.

Figure 22
Participant's age (Deloitte and LVP)



Source: Based on Deloitte and LVP, 2022.

The figures collected by Deloitte and LVP serve as socioeconomic and demographic indicators of the e-sports industry in a more developed market in comparison to Ecuador, allowing access to a new perspective on the industry.

In comparison, the Ecuadorian scene continues to maintain mostly local operations, with competitions resulting in fewer instances of international competition that allow for the development of participants and the scene in general. The recent development of the industry in the country was helped by the situation caused by the

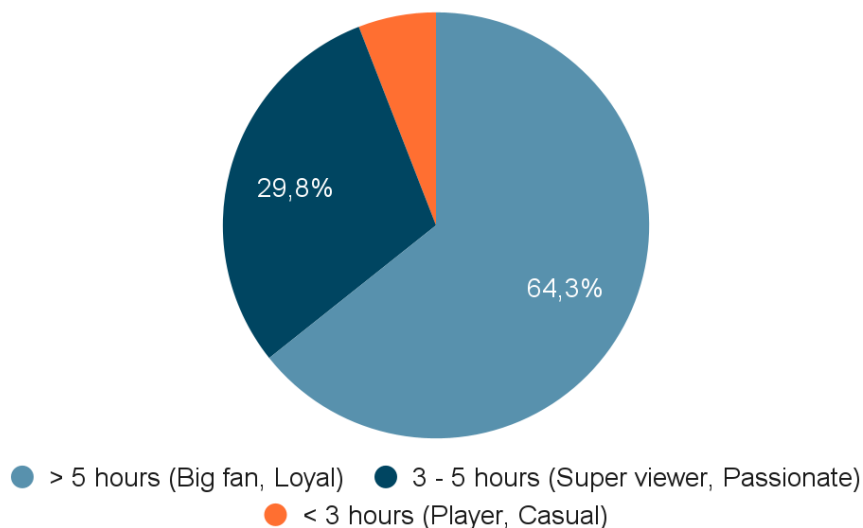
COVID - 19 pandemic, as Gianni Uquillas, Ecuadorian professional *FIFA* player, recalls: "Until the pandemic, the world of e-sports did not exist. There was no market to profit from" (Guerrero, 2022).

Now, the growth that has been achieved is admirable for a scene that was even considered non-existent by those involved in it before 2020, with at least a superficial interest and knowledge of the scene in the public that is not particularly involved and that, naturally, has different responses depending on the consumer and his or her environment and preferences.

We can see this situation reflected in the results obtained by the research, with almost 3 out of 4 people surveyed having familiarity with the term e-sports and what it entails, without the need for that person to consider themselves a consumer of video games or e-sports; with the results obtained by Deloitte and LVP reflecting a situation in which the involvement of e-sports consumers is notable, investing amounts of time that, although greater than those observed in the local sample, are explained due to the current situation of the participants as university students:

Figure 23
Weekly time for e-sports and video game consumption (Deloitte and LVP)

Weekly time for e-sports and video game consumption (Deloitte and LVP)



Source: Based on Deloitte and LVP, 2022.

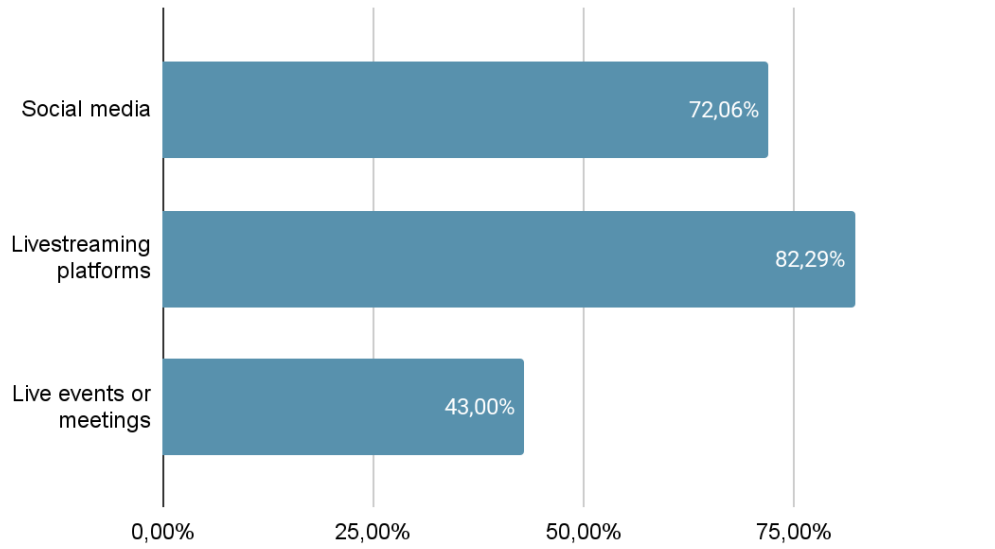
There are also certain similarities between the preferences that users have when choosing the content they consume and the medium through which they enjoy it, with live streaming platforms being slightly more popular in the Spanish audience, led by

Twitch and *YouTube Live*, while in the local sample, pre-recorded content remains the most preferred by consumers. These trends can also be seen in a report on the Spanish market by Newzoo (2022e).

Figure 24

Distribution for the means of consumption of content related to e-sports and video games (Deloitte and LVP)

Distribution for the means of consumption of content related to e-sports and video games (Deloitte and LVP)



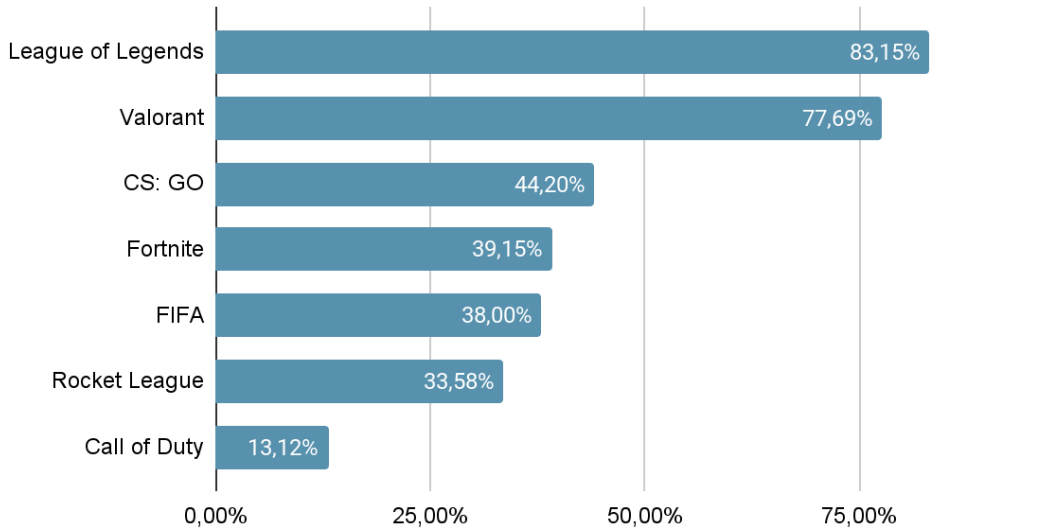
Source: Based on Deloitte and LVP, 2022.

The titles that consumers prefer have a bias towards those video games that are relevant in today's market and that offer competitive gameplay that is more focused towards the consistent consumer who has the time and willingness to get involved in the strategic and gameplay intricacies of the title.

Figure 25
Competitive video game consumption (Deloitte and LVP)

Competitive video game consumption (Deloitte and LVP)

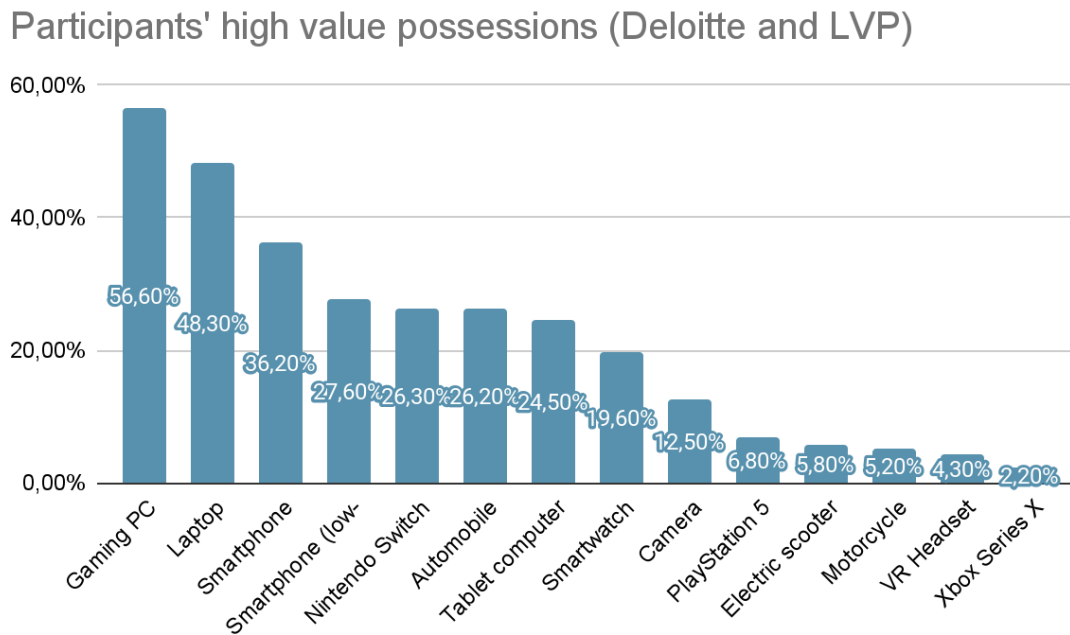
Note: the question takes into account the games the participant actively plays and watches.



Source: Based on Deloitte and LVP, 2022.

At the same time, it is important to highlight the progress in infrastructure and services offered in Ecuador, with Internet service providers achieving higher levels of satisfaction and performance for their users and enabling the participation of users in online multiplayer video games, whether competitive or not; with more than 60% of Ecuadorian households having Internet access, and the growth in the accessibility of technological equipment in the country (Instituto Nacional de Estadística y Censos, 2022). Also the situation of users in terms of access and quality of performance of their equipment has been one of the factors that have decreased their impact in recent times, allowing users to access more experiences, improving the overall level of hardware performance within the country, with an increasing number of devices considered of high value finding use in the country's population, so that Ecuador has a favorable situation in the future with more consumers and involved in the horizon; this situation in turn may permeate the video game and e-sports sector, helping the growth and strengthening of the segment.

Figure 26
Participant's high value possessions (Deloitte and LVP)



Source: Based on Deloitte and LVP, 2022.

However, when it comes to proposing the massive opening of the Ecuadorian market as an investment destination for large companies within the e-sports industry, the challenges faced by the existing environment work against the objectives that would be sought in a situation of these characteristics. The lack of experience in the administrative area of the e-sports industry in Ecuador may also represent one of the barriers to attract international participations in the local market and ultimately become one of the regional referents in the industry.

In addition, market behaviors within the e-sports industry tend to focus on investment activities in markets that have some kind of prior experience in operating within the industry, in a sort of "centralization" of the industry in which their preference for already defined markets is explained by both economic and cultural factors, and although Ecuador has a history of e-sports industry activities, most of them have been of a local and/or regional nature; In addition, the current contraction of the market does not ensure the necessary financial climate for potential investors to undertake higher risk activities.

On the side of the efforts made by video game development and distribution companies with competitive scenes there is also a more conservative behavior when it comes to investing resources in expansions that may be inefficient and even result in

losses, with few cases in which these companies decide to carry out these activities if the situation does not ensure the necessary guarantees sought; with certain organizations exploring the possibility of starting expansion operations through Greenfield FDI projects, thanks in part to the lower amount of resources obtained through venture capital investments in the segment in recent times (Sports Business Journal, 2023).

Despite this, John Needham, president of Riot Games' e-sports division, continues to believe in the financial viability of the e-sports industry, stating, "We truly believe we are building the Future of Sport at Riot Games. Our growing audience is young, connected, social, playing games and is watching tons of gaming content on streaming platforms" (Needham, 2023). With Riot holding out hope for their new "online ticketing" system, which seeks to benefit their revenue without having to rely on running events in person, offering consumers new ways to support and interact with their favorite competitors and institutions within the industry (Needham, 2023).

The recent unstable political and socioeconomic situation that the country is going through has greatly influenced the loss of millions of dollars in the Ecuadorian economy in terms of FDI, losing shares in established and fundamental industries in the Ecuadorian economy such as the mining and construction sectors (Banco Central del Ecuador, 2023d). This makes it difficult that, in the absence of a radical change in the situation of the industry in the country, Ecuador could represent an attractive destination for large-scale investment by companies that make up the e-sports industry.

The potential return on investment may also be lower if these activities are carried out in Ecuador. On one hand, companies looking to invest internationally in e-sports may opt for one of Ecuador's neighbors that do not have much previous participation in the industry, with both Colombia and Peru surpassing Ecuador in population size and therefore the potential market for the industry, offering lower costs to investors thanks to the difference in the value of their currencies compared to those that are handled in the places of origin of the major companies in the e-sports industry; In addition to this, Ecuador's purchasing power is lower than that of its neighbors (World Bank, 2023), a fact that may affect the participation of consumers in the commercial and economic activities of the industry, which may lead to less revenue from sales, fewer events held, less participation from microtransactions, among other situations in which Ecuador may have weaknesses.

To try to combat these weaknesses, the strategies that are usually adopted include changes in fiscal policy with the aim of increasing the competitiveness of the sector in the international arena (Soriano *et al.*, 2019), Ecuador could benefit from such changes not only in the segment occupied by the e-sports industry, but may attract important economic participants, at the risk of increasing competition with local producers and service providers.

An example of adaptation of the legal and fiscal framework in pursuit of attracting economic flows has been seen in the policies that Andorra has recently adopted, taking advantage of the wave of "youtubers" and "influencers" who have decided to make the small European country their new home, thanks to its more permissive tax regulations compared to those of its neighbors Spain and France. Andorra is in the midst of adopting a government plan to strengthen its position as a strategic hub for the digital economy (Dettoni, 2022), focusing on technology industry sectors such as financial, bio and health technology, in addition to its efforts to continue expanding the e-sports industry in the country; also expressing its interest in attracting entrepreneurs rather than large investors, with 18.7% of Andorran capital income coming from Spain and France during the year 2021 (Dettoni, 2022).

In turn, the European Parliament voted in favor of a resolution with the aim of boosting and supporting the e-sports industry in its territories by the end of 2022, which brings with it proposals such as the creation of a single visa focused on e-sports for the territories included in the Shengen Area, increased legal and institutional support for video game studios wishing to develop e-sports titles within their territories, and possible access to European Union funds for companies in the industry through economic aid or investment (Nordland, 2022).

On the other hand, the provision of services related to the e-sports industry may be one of the ways by which Ecuador can achieve greater economic flows both locally and internationally, there being the opportunity to offer web connectivity services to companies in the e-sports environment in order to attract these capitals. At the moment, the geographical area where Ecuador is located, is underserved compared to its regional neighbors, this affects even the development of casual and competitive players in online video games, with almost no presence of web connectivity services focused on serving consumers in the region, with *Riot Games* being one of the few companies that have connectivity that benefits players geographically located around and within Ecuador,

Colombia and northern Peru, with its hub being part of *Riot Direct*, *Riot Games'* infrastructure team that began operations in April 2022 in Colombian territory (Fuentevilla, 2021).

In summary, the e-sports industry is a young industry in Ecuador, which is gradually gaining more followers and more support from investors and consumers in the local environment, the industry has a huge potential for future growth with the drawback of having an environment that is still being defined, with participants and players who, although making efforts to achieve greater professionalization of the scene, still represent a niche market that is still looking to take root completely in Ecuador and is not viable as a means of mass opening of the local and international market.

The future of the industry in general is evolving and is yet to be defined according to the current situation, with certain economic and labor indicators reflecting that the industry may have to go through complex times for its operation and growth in the near future, even so, predictions expect that, in the long run, e-sports will continue on its upward trajectory, forming part of the diverse ecosystem of video games and having great importance and influence on the behavior of the video game industry in general and therefore help determine the economic and social impact that the industry has worldwide.

CONCLUSIONS

This work has shown that although the massive opening of the e-sports market in Ecuador is not viable, the investment and involvement activities in it are not completely fruitless, presenting a multitude of profit opportunities for those involved with a risk component that is present but not overwhelming.

The market available for the activities of the e-sports industry in Ecuador are simply not enough to guarantee an adequate return on investment for these activities, despite the fact that the growth and transformation of the industry is remarkable, with good initiatives that seek the order and professionalization of the segment.

The industry continues to develop in Ecuador and continues to define the way in which it influences the local and regional panorama, being important to note the efforts that are underway to achieve better conditions for those involved, being part of the technological growth in the Ecuadorian population that increased as a result of the needs presented by the COVID - 19 pandemic. Internationally, it is possible to see the growth that the industry has had, presenting unprecedented situations in terms of cultural, economic and social influence.

With an undeniable popularity, and with the majority of the general public in the target age group for this industry having at least superficial knowledge of what the industry is, e-sports represent the transformation of mass entertainment in 2023, adding to other changes in the entertainment industry such as the shift towards web platforms as a means of content distribution today. Despite the market contraction experienced during 2023, the industry is expected to recover and continue to grow, although it will not be as voracious as in the past.

At the same time, in Ecuador and worldwide, the industry's operations have enormous strength in the field of accessibility to its content, which allows it to reach more consumers without having to deal with barriers such as transmission rights and even language, by offering multiple ways to access content both live and "on-demand". In a way it has a resemblance to the emergence of sports as a global entertainment medium, which had its great catalyst in television and the beginning of the transmissions of the segment, today we can compare the e-sports industry and the use of the Internet as a means of distribution for the content to be offered.

Today the e-sports industry is more than just a hobby, it is the livelihood of thousands of people involved in its activities, it allows socialization spaces between people with similar interests, and has helped hundreds of thousands of people to have an outlet in which they can express their passions and interests in a global environment.

In conclusion, the future of the e-sports industry looks promising and full of opportunities, despite the potential difficulties presented locally and internationally, and as the player and fan base around the world grows, e-sports continues to establish themselves as a legitimate form of entertainment and competition that attracts a multitude of growth opportunities.

In addition, the adoption of e-sports as recognized sports increases the credibility and confidence in the sector, having an increasing importance in the global entertainment and sports landscape. Coupled with the expansion of the industry into new markets and the multitude of games and content that is available, the industry has tremendous growth possibilities, with the expectation of breakthroughs in the coming years and establishing its place as one of the leading forms of entertainment and competition globally.

REFERENCES

- Arab News. Saudi PIF-owned Savvy makes debut with acquisition of ESL and FACEIT. (2022, January 27). Arab News. <https://www.arabnews.com/node/2012331/business-economy>
- Araujo, A. (2021, October 14). *Los E-Sports se profesionalizan en Ecuador*. Revistalideres.com. <https://www.revistalideres.ec/lideres/esports-videojuegos-gamers-celerity-ecuador.html>
- Asociación de Deportes Electrónicos de Ecuador. (2023). *Asociación de Deportes Electrónicos de Ecuador*. Facebook. <https://www.facebook.com/ASODEPORELECTRONICOSECUADOR/>
- Baker, K. (2019, June 27). Industry veterans fear an esports bubble. Axios. <https://www.axios.com/2019/06/27/esports-investment-bubble>
- Banco Central del Ecuador. (2022). Inversión Extranjera Directa: Reportada en la Balanza de Pagos - Boletín No 82. En *Banco Central del Ecuador*. <https://contenido.bce.fin.ec/documentos/Estadisticas/SectorExterno/BalanzaPagos/InversionExtranjera/Directa/indice.htm>
- Banco Central del Ecuador. (2023a). Riesgo País - EMBI: Índice. In *Banco Central del Ecuador*. <https://sintesis.bce.fin.ec/BOE/OpenDocument/2303281959/OpenDocument/opendoc/openDocument.jsp?logonSuccessful=true&shareId=0>
- Banco Central del Ecuador. (2023b). Boletín de cifras de Inversiones: Abril 2023. In *Ministerio de Producción, Comercio Exterior, Inversiones y Pesca*. https://www.produccion.gob.ec/wp-content/uploads/downloads/2023/04/BOLETIN_INVERSIONES_DEECO_IVTRIM_2023_04_13.pdf
- Banco Central del Ecuador. (2023c). Cifras Económicas del Ecuador: Abril 2023. In *Banco Central del Ecuador*. <https://contenido.bce.fin.ec/documentos/Estadisticas/SectorReal/Previsiones/IndCoyuntura/CifrasEconomicas/cie202304.pdf>
- Banco Central del Ecuador. (2023d). Presentación Coyuntural: Estadísticas Macroeconómicas - Abril 2023. In *Banco Central del Ecuador*. <https://contenido.bce.fin.ec//documentos/Estadisticas/SectorReal/Previsiones/IndCoyuntura/EstMacro042023.pdf>
- Browning, K. (2023, May 20). The E-Sports World's Future Is Uncertain as Growth Stalls. The New York Times. <https://www.nytimes.com/2023/05/20/technology/e-sports-revenue-video-gaming.html>
- Cartagena, S. (2022, May 16). Los Esports y el futuro de una industria que no para de crecer. *Entrepreneur en español*. <https://www.entrepreneur.com/es/noticias/los-esports-y-el-futuro-de-una-industria-que-no-para-de/427689>
- Celerity. (2023). *Celerity*. <https://www.celerity.ec/celerity/>
- Celerity. (2023). *Torneo E-Sports 2023*. <https://www.celerity.ec/torneo-esports-2023/>

- Central Intelligence Agency. (2023). *Colombia - The World Factbook*. <https://www.cia.gov/the-world-factbook/countries/colombia/>
- Central Intelligence Agency. (2023). *Ecuador - The World Factbook*. <https://www.cia.gov/the-world-factbook/countries/ecuador/>
- Central Intelligence Agency. (2023). *Peru - The World Factbook*. <https://www.cia.gov/the-world-factbook/countries/peru/>
- ChallengerMode. (2023). *Celerity - Budokan 2023*. <https://www.challengermode.com/s/CelerityBudokan>
- Chan, G. (2023, may 24). Chile's National Stadium to host historic Pan American Esports Championships at Santiago 2023. *Global Esports*. <https://www.globalesports.org/post/historic-panam-esports-champs>
- Clement, J. (2023, march 7). *Fortnite average viewer count on Twitch 2023*. Statista. <https://www.statista.com/statistics/1108992/fortnite-number-viewers/#:~:text=Fortnite%20is%20an%20online%20battle,thousand%20viewers%20in%20February%202023.>
- Daniels, T. (2023a, february 17). Savvy Games Group invests \$265m in Chinese company VSPO. *Esportsinsider*. <https://esportsinsider.com/2023/02/savvy-games-group-esports-vspo>
- Daniels, T. (2023b, june 21). GGTech Entertainment secures \$12.4m investment. *Esportsinsider*. <https://esportsinsider.com/2023/06/ggtech-entertainment-12m-investment>
- de la Navarre, T. (2020, june 4). *Biggest eSports Live Events in History*. Lineups. <https://www.lineups.com/esports/biggest-esports-live-events-in-history/>
- Deloitte. (2019). The rise of esports investments: A deep dive with Deloitte Corporate Finance LLC and The Esports Observer. In *Deloitte*.
- Deloitte. (2023). Let's Play 2022 - Informe mercado español de eSports y videojuegos. In *Deloitte*.
- Deloitte. (2022). Let's Play! 2022 - The European esports market. In *Deloitte*.
- Deloitte y Liga de Videojuegos Profesional. (2022). Informe del consumidor de eSports en España. In *Deloitte*.
- Dettoni, J. (2022, july 4). Andorra's esports facelift. *The Financial Times*. <https://www.fdiintelligence.com/content/locations/global/europe/andorra/andorra-s-esports-facelift-81051>
- DEVA. (2023). *Asociación DEVA*. <https://www.deva.org.ar/>
- Díaz, F. (2023, february 15). Papo se lanza a los esports y anuncia Bestia Corp. *Esportmaniacos*. <https://www.esportmaniacos.com/streamers/papo-bestia-equipo-esports/>
- Directorate-General for Trade. (2020). *Tipos de inversión | Access2Markets*. Directorate-General for Trade. <https://trade.ec.europa.eu/access-to-markets/es/content/tipos-de-inversion>

- Dunning, J. H. (1988). The Eclectic Paradigm of International Production: A Restatement and Some Possible Extensions. *Journal of International Business Studies*, 19(1), 1-31. <https://doi.org/10.1057/palgrave.jibs.8490372>
- Eddy, B. R. (2012). *Classic Video Games: The Golden Age 1971–1984*. Shire Publications.
- eSportBet. (2022, november 3). *Why Is Esports in South Korea So Popular? From Gamers to Celebs*. Esport Bet. <https://esportbet.com/why-south-korea-treats-players-like-celebrities/>
- Etchegaray, J., Arias, A., Granados, J., Volpe, C., & Operti, F. (2020). LOS BENEFICIOS DE LA INVERSIÓN EXTRANJERA DIRECTA: PROMOVRIENDO EL DESARROLLO ECONÓMICO EN AMÉRICA LATINA Y EL CARIBE. En *Banco Interamericano de Desarrollo*. https://publications.iadb.org/publications/spanish/viewer/Los_beneficios_de_la_inversión_extranjera_directa_Promoviendo_el_desarrollo_económico_en_América_Latina_y_el_Caribe.pdf
- FIFA. (2023). *FIFAE | Your legacy awaits*. <https://www.fifa.gg/c/fifae-nations-series-2023>
- Fischer, S. (2022, july 20). FaZe Clan goes public via \$725 million SPAC. *Axios*. <https://www.axios.com/2022/07/20/faze-clan-gaming-spac>
- Formula 1. (2020, june 19). *Formula 1 Virtual Grand Prix series achieves record-breaking viewership*. <https://www.formula1.com/en/latest/article.formula-1-virtual-grand-prix-series-achieves-record-breaking-viewership.7bv94UJPCtxW0L5mwTxBHk.html>
- Fuentevilla, R. (2021, november 26). *Riot Direct: Colombia*. *Riot Games*. <https://www.riotgames.com/es-419/noticias/riot-direct-colombia>
- GamePro. (1995, january). Sega Jails Gamers. *GamePro*, 66, 210.
- Gamingates. (n. d.). *Newzoo | Gamingates*. <https://gamingates.com/p/newzoo/>
- García, P. & López, A. (2020). La Inversión Extranjera Directa - Definiciones, determinantes, impactos y políticas públicas. En *Banco Interamericano de Desarrollo*. <https://publications.iadb.org/publications/spanish/viewer/La-inversion-extranjera-directa-Definiciones-determinantes-impactos-y-politicas-publicas.pdf>
- Gideon, M. (2022, june 28). *Business of Esports - Another American Sports Superstar Joins FaZe Clan*. *Business of Esports*. <https://thebusinessofesports.com/2022/06/29/another-american-sports-superstar-joins-faze-clan/>
- Goh, B. (2021, september 3). Three hours a week: Play time's over for China's young video gamers. *Reuters*. <https://www.reuters.com/world/china/china-rolls-out-new-rules-minors-online-gaming-xinhua-2021-08-30/>
- Guerrero, S. (2022). Los eSports, el universo gamer que se expandió durante la pandemia. *Primicias*. <https://www.primicias.ec/noticias/jugada/eldeportequequerechos/esports-ecuador-crecio-pandemia-gamers/>

- Guiñón, Á. (2019, July 23). Diez clubes de fútbol que compiten en los esports. *Movistar eSports*. https://esports.as.com/industria/clubes-futbol-compiten-esports_3_1266203369.html
- Hernández-Sampieri, R., *et al.* (2014). Metodología de la Investigación (Sexta edición) [Digital].
- HLTV. (2022, October 29). *IEM Rio Major viewer's guide*. HLTV.org. <https://www.hltv.org/news/34919/iem-rio-major-viewers-guide>
- IESF. (2023). *Members - International Esports Federation*. International Esports Federation. <https://iesf.org/about/members>
- IG. Inversión extranjera directa (definición). (2022). IG. <https://www.ig.com/es/glosario-trading/definicion-de-inversion-extranjera-directa>
- Instituto Nacional de Estadística y Censos. (2022). Tecnologías de la información y comunicación: Julio, 2022. En *Instituto Nacional de Estadística y Censos*. https://www.ecuadorencifras.gob.ec/documentos/web-inec/Estadisticas_Sociales/TIC/2022/202207_Tecnología%20de%20la%20Información%20y%20Comunicación%20-%20TICs.pdf
- Irwin-Hunt, A. (2022, November 23). *Tech bubble bursts? Investors retreat fuels layoffs spree*. The Financial Times Ltd. <https://www.fdiintelligence.com/content/data-trends/tech-bubble-bursts-investors-retreat-fuels-layoffs-sprees-81663>
- Irwin-Hunt, A. (2021, March 1). Riot Games proves esports's potential. The Financial Times. <https://www.fdiintelligence.com/content/feature/riot-games-proves-esportss-potential-79415>
- Irwin-Hunt, A. (2022, November 23). Tech bubble bursts? Investors retreat fuels layoffs spree. The Financial Times Ltd. <https://www.fdiintelligence.com/content/data-trends/tech-bubble-bursts-investors-retreat-fuels-layoffs-sprees-81663>
- Irwin-Hunt, A. (2023, January 25). *Global video gaming investment in 2022 reaches all-time high*. The Financial Times Ltd. <https://www.fdiintelligence.com/content/data-trends/global-video-gaming-investment-in-2022-reaches-alltime-high-81936>
- Jin, D. Y. (2010). Korea's Online Gaming Empire. In *The MIT Press eBooks*. The MIT Press. <https://doi.org/10.7551/mitpress/9780262014762.001.0001>
- Johnson, R., [FandomWire]. (2022, December 28). *The Rise and Fall of Movie Tie-In Games | FandomWire Video Essay* [Video]. YouTube. In <https://www.youtube.com/watch?v=UgVIZpk3Or8>
- Lee, A. (2023, May 19). FaZe Clan to lay off 40% of staff amid economic struggles. Digiday. <https://digiday.com/marketing/faze-clan-to-lay-off-40-of-staff-amid-economic-struggles/>
- Lillo, S. (2021, January 24). El éxito de F1 Esports durante la pandemia y los eventos con famosos. *Motorsport.com*. <https://lat.motorsport.com/esports/news/exito-formula1-esports-pandemia-eventos-con-famosos/5181576/>

- Mamingi, N. & Martin, K. (2018). La inversión extranjera directa y el crecimiento en los países en desarrollo: el caso de los países de la Organización de Estados del Caribe Oriental. *Revista CEPAL*, 124, 85-106.
- McDonald, E. (2023). The Global Games Market Per Segment, 2022. In *Newzoo*. <https://newzoo.com/resources/blog/the-latest-games-market-size-estimates-and-forecasts>
- MegaZone. (1995, julio). International Video Game Tournament. *MegaZone*, 53, 5.
- Montero, J. (2019, december 23). e-Sports en Ecuador: todo lo que debes saber sobre este nuevo deporte. *www.expreso.ec*. <https://www.expreso.ec/ciencia-y-tecnologia/e-sports-ecuador-predador-league-legends-1770.html>
- Montgomery, P. (1981, 11 october). For Fans of Video Games, Fast Fingers Are Big Help. *New York Times*.
- Needham, J. (2023, april 19). Building the Future of Sport at Riot Games. Riot Games. <https://www.riotgames.com/en/news/building-the-future-of-sport-at-riot-games>
- Newzoo & Visa Inc. (2022). DEL JUEGO AL PASO: LAS EXPERIENCIAS DE PAGO EN LOS VIDEOJUEGOS: Oportunidades y desafíos para la experiencia de pago de los gamers en América Latina y el Caribe. In *Newzoo*.
- Newzoo. (2022a). Global Esports & Live Streaming Market Report. In *Newzoo*.
- Newzoo. (2022b). Key Insights Into Brazilian Gamers. In *Newzoo*.
- Newzoo. (2022c). Global Games Market Report 2023. In *Newzoo*.
- Newzoo. (2022d). How Consumers Are Engaging with Games in 2022. In *Newzoo*.
- Newzoo. (2022e). Key Insights Into Spanish Gamers. In *Newzoo*.
- Newzoo. (2023). PC & Console Gaming Report 2023. In *Newzoo*.
- Nintendo. (n. d.). *IR Information : Sales Data - Dedicated Video Game Sales Units*. Nintendo Co., Ltd. https://www.nintendo.co.jp/ir/en/finance/hard_soft/
- Nordland, J. (2022, november 11). EU Parliament passes vote to recognise and fund esports, video games in Europe - Esports Insider. Esportsinsider. <https://esportsinsider.com/2022/11/european-union-parliament-esports-funding>
- Orús, A. (2023, march 27). *Audiencia anual de eSports a nivel mundial 2015-2022*. <https://es.statista.com/estadisticas/711557/audiencia-anual-de-esports-a-nivel-mundial/>
- Palco23. (2022, october 13). Dux Gaming levanta tres millones de euros en una ronda liderada por Marc Gasol. *Palco23*. <https://www.palco23.com/clubes/dux-gaming-levanta-tres-millones-de-euros-en-una-ronda-liderada-por-marc-gasol>
- PC and Video Games. (2007). E-sports in the Past 10 Years. *PC and Video Games*, 10, 12-13.
- Rashad, M. (2016, april 24). Saudis await prince's vision of future with hope and concern. U.S. <https://www.reuters.com/article/us-saudi-plan-idUSKCN0XL0B2>
- Remo, C. (2008, december 3). Analysis: Valve's Lifetime Retail Sales For Half-Life, Counter-Strike Franchises. *Gamasutra*.

https://web.archive.org/web/20121013124733/http://www.gamasutra.com/php-bin/news_index.php?story=21319

- Rosillo, D. (2011). *ANÁLISIS DE LA INVERSIÓN EXTRANJERA DIRECTA EN EL ECUADOR, LA AFECTACIÓN DEL ÍNDICE RIESGO PAÍS EN LA CAPTACIÓN DE INVERSIONES Y SU INCIDENCIA EN LA ECONOMÍA DE LAS EMPRESAS EN EL PERÍODO 2007-2010*. [Tesis previa a la obtención del título de: INGENIERO COMERCIAL CON ESPECIALIZACIÓN EN CONTABILIDAD Y AUDITORIA]. Universidad Politécnica Salesiana.
- Rubio, C. (2022, october 21). *Esports Bureau: Marc Gasol inversor y embajador de Dux Gaming*. Esports Bureau. Revista online profesional sobre esports. <https://esportsbureau.com/marc-gasol-se-convierte-en-nuevo-inversor-y-embajador-de-dux-gaming/>
- Rubio, C. (2023, march 22). *FURIA se expande a Europa y abre instalaciones en Malta* - Esports Bureau. Revista online profesional sobre esports. Esports Bureau. Revista online profesional sobre esports. <https://esportsbureau.com/furia-se-expande-a-europa-y-abre-instalaciones-en-malta/>
- Sega Retro. (2023, february 22). *Sega TV Game-ki Zenkoku Contest - Sega Retro*. https://segaretro.org/Sega_TV_Game-ki_Zenkoku_Contest
- Skow, J., Hohnes, S., & Melvoln, J. (1982). Living: Games That People Play. *Time*, 119(3), 50-58. <https://time.com/vault/issue/1982-01-18/page/62/>
- Sony Group Corporation. (2023). Supplemental Information for the Consolidated Financial Results for the Fourth Quarter Ended March 31, 2023. In *Sony Group Corporation*. https://www.sony.com/en/SonyInfo/IR/library/presen/er/pdf/22q4_supplement.pdf
- Sony Interactive Entertainment. (n. d.). *Business Data & Sales - Sony Interactive Entertainment*. <https://sonyinteractive.com/en/our-company/business-data-sales/>
- Soriano, F., Díaz, D., & García, M. (2019). La Inversión Extranjera directa en el Ecuador 2018. *Revista Científica Mundo de la Investigación y el Conocimiento*, 3(1), 446-471. [https://doi.org/10.26820/recimundo/3.\(1\).enero.2019.446-471](https://doi.org/10.26820/recimundo/3.(1).enero.2019.446-471)
- Sports Business Journal. (2023, march 23). Esports teams eye vertical integration as next phase of organization growth. Sports Business Journal. <https://www.sportsbusinessjournal.com/SB-Blogs/Newsletter-Esports/2023/03/23/vert-integration.aspx>
- Studholme, B. (2023, march 28). Giants Gaming launches Giants Innovation Hub, VC fund. Esportsinsider. <https://esportsinsider.com/2023/03/giants-gaming-giants-innovation-hub>
- Šimić, I. (2021, november 23). North Carolina Governor signs \$5m Esports Industry Grant Fund - Esports Insider. Esportsinsider. <https://esportsinsider.com/2021/11/north-carolina-esports-grant>
- Šimić, I. (2023a, june 28). LCS Spring 2023 generated \$2.7m into host city Raleigh. Esportsinsider. <https://esportsinsider.com/2023/06/riot-games-raleigh-lcs-spring-finals>

- Šimić, I. (2023b, june 14). University esports company NUEL acquired by GGTech. Esportsinsider. <https://esportsinsider.com/2023/05/nuel-acquired-by-ggtech-entertainment>
- Šimić, I. (2023c, february 28). Beyond the Summit has laid off all of its full-time staff. Esportsinsider. <https://esportsinsider.com/2023/02/beyond-the-summit-layoffs>
- Totilo, S. (2022a, december 5). Investors cool on «anti-sexy» esports. Axios. <https://www.axios.com/2022/12/05/esports-venture-capital>
- Totilo, S. (2022b, september 29). Saudi Arabia to invest \$38 billion in gaming. Axios. <https://www.axios.com/2022/09/29/saudi-arabia-invest-37-billion-gaming>
- Totilo, S. (2023, january 18). Investment in gaming swelled in 2022. Axios. <https://www.axios.com/2023/01/18/investment-in-gaming-swelled-in-2022>
- United Nations. (2010). La inversión extranjera directa, la transferencia y difusión de tecnología, y el desarrollo sostenible. Conferencia de las Naciones Unidas sobre Comercio y Desarrollo. https://unctad.org/es/system/files/officialdocument/ciid10_sp.pdf
- United Nations. (2021). Informe de la Conferencia de las Naciones Unidas sobre Comercio y Desarrollo relativo a su 15º período de sesiones. In *United Nations*. https://unctad.org/system/files/official-document/td541_es.pdf
- United States Department of State. (2022, july 28). *Ecuador - United States Department of State*. United States Department of State. <https://www.state.gov/reports/2022-investment-climate-statements/ecuador/>
- Universidad Católica de Cuenca. (2023). *Cato Games*. <http://www.catogames.net/>
- Vending Time. (1980). Canadian Wins Olympic Coin-Op «Triathlon». *Vending Time*, 56.
- Villareal, F. (2022, october 1). Estimación de pérdidas y daños ocasionados por el paro nacional de junio de 2022. Banco Central del Ecuador. <https://www.bce.fin.ec/publicaciones/editoriales/estimacion-de-perdidas-y-danos-ocasionados-por-el-paro-nacional-de-junio-de-2022>
- Wilde, T. (2022, january 25). Major esports host ESL Gaming is now owned by Saudi Arabia. pcgamer. <https://www.pcgamer.com/esl-and-dreamhack-are-now-owned-by-saudi-arabia/>
- Williams, A. (2017). *History of Digital Games: Developments in Art, Design and Interaction*. Routledge.
- World Bank. (2023). *World Bank Open Data*. World Bank Open Data. <https://datos.bancomundial.org/indicador/NY.GDP.PCAP.PP.CD>
- Zhouxiang, L. (2022). A history of competitive gaming (1st ed.). <https://doi.org/10.4324/9781003095859>
- Zidan, K. (2019, september 3). Sportswashing: how Saudi Arabia lobbies the US's largest sports bodies. the Guardian. <https://www.theguardian.com/sport/2019/sep/02/sportswashing-saudi-arabia-sports-mohammed-bin-salman>

ANNEXES

Annex 1

Questions given to the participants (page 1)

Conocimiento y actitudes de la comunidad universitaria de la ciudad de Cuenca con respecto a la industria de los e-sports y del videojuego

Este documento es entregado a usted con el propósito de explicarle en qué consiste la investigación. Léalo con cuidado antes de aceptar la participación en esta encuesta.

Sección 1

1. Introducción: La presente es una encuesta parte de un trabajo de titulación, que tiene como objetivo evaluar la viabilidad del uso de la industria de los e-sports como medio de atracción de inversión local y extranjera en el Ecuador.

2. Derechos y opciones del participante: la participación en el presente estudio es completamente voluntaria y anónima.

sergio.sotomayor_@es.uazuay.edu.ec [Cambiar de cuenta](#)

 No compartido



* Indica que la pregunta es obligatoria

1. ¿Cuál es su edad? *

- 18 - 22 años
- 23 - 27 años
- 27 - 31 años
- +31 años

2. ¿Se considera usted consumidor de videojuegos? *

- Sí
- No



https://docs.google.com/forms/d/e/1FAIpQLSdonMn1JXe6GxcGbDctSo_EU7HmRp6AVy5XD4wA4qBT5UgF5Q/viewform

Annex 2
Questions given to the participants (page 2)

3. ¿Está familiarizado con el término e-sports? *

- Sí
- No

4. ¿Qué medios ha utilizado para consumir contenido relacionado a videojuegos?

- Redes Sociales (Facebook, Twitter, YouTube)
- Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming)
- Consumo de primera mano o creación propia de contenido relacionado
- Eventos o reuniones en vivo

5. En promedio, ¿cuánto tiempo ha dedicado a la semana a consumir contenido de videojuegos o e-sports? *

- Menos de 1 hora
- 1 - 3 horas
- 3 - 5 horas
- Más de 5 horas



https://docs.google.com/forms/d/e/1FAIpQLSdonMn1JXe6GxcGbDctSo_EU7HmRp6AVy5XD4wA4qBT5UgF5Q/viewform

Annex 3
Questions given to the participants (page 3)

6. ¿Qué videojuegos de esta lista reconoce?

- League of Legends
- Fortnite
- Valorant
- Dota 2
- Counter Strike: Global Offensive
- FIFA
- Starcraft II
- World of Warcraft
- Call of Duty
- PUBG
- Overwatch
- Rocket League
- Smite
- Ninguno de los anteriores

7. En caso de estar abierto a la posibilidad de apoyar proyectos locales de e-sports, ¿qué presupuesto estaría dispuesto a separar para este objeto?

- \$0 - 5
- \$5 - 10
- \$10 - 15
- \$15 o más
- No estaría dispuesto a apoyar estos proyectos



https://docs.google.com/forms/d/e/1FAIpQLSdonMn1JXe6GxcGbDctSo_EU7HmRp6AVy5XD4wA4qBT5UgF5Q/viewform

Annex 4
Questions given to the participants (page 4)

8. En caso de estar dispuesto a apoyar a creadores individuales de contenido relacionado a videojuegos/e-sports, ¿qué modalidad de apoyo sería su preferida?

- Donaciones
- Suscripciones o membresías
- Compra de merchandising
- Comisiones por ventas dentro de los videojuegos

9. ¿Cómo considera su situación económica actual? (ingresos y dinero disponible * para consumo)

- Muy buena
- Buena
- Neutral
- Deficiente
- Muy deficiente

10. ¿Qué tan satisfactorio considera su calidad de servicio y acceso a Internet? *

- Muy satisfactorio
- Satisfactorio
- Neutral
- Insatisfactorio
- Muy poco satisfactorio



https://docs.google.com/forms/d/e/1FAIpQLSdonMn1JXe6GxcGbDctSo_EU7HmRp6AVy5XD4wA4qBT5UgF5Q/viewform

Annex 5
Questions given to the participants (page 5)

11. ¿Cómo considera su situación en cuanto al acceso y satisfacción de sus dispositivos tecnológicos, incluyendo dispositivos usados para jugar videojuegos? *

- Muy satisfactoria (Dispositivos de alto rendimiento)
- Satisfactoria (Dispositivos de rendimiento bueno/aceptable)
- Neutral
- Insatisfactoria (Dispositivos con rendimiento insatisfactorio pero usable)
- Muy poco satisfactoria (Dispositivos con rendimiento completamente insuficiente)

12. En su hogar, ¿estima usted que hay más consumidores de e-sports/videojuegos?

- Sí
- No

13. En caso de que su respuesta anterior sea sí, indique cuántos usuarios adicionales existirían

- 1
- 2
- 3
- 4
- 5

[Siguiete](#)

[Borrar formulario](#)

Este formulario se creó en Universidad del Azuay. [Notificar uso inadecuado](#)



https://docs.google.com/forms/d/e/1FAIpQLSdonMn1JXe6GxcGbDctSo_EU7HmRp6AVy5XD4wA4qBT5UgF5Q/viewform

Annex 6
Responses to the survey (page 1)

Marca temporal	1. ¿Cuál es su edad?	2. ¿Se considera usted consumidor de videojuegos?	3. ¿Está familiarizado con el término sports?	4. ¿Qué medios ha utilizado para consumir contenido relacionado a videojuegos?	5. En promedio, ¿cuánto tiempo ha dedicado a la semana a consumir contenido de videojuegos o e-sports?	6. ¿Qué videojuegos de esta lista reconoce?	7. En caso de estar abierto a la posibilidad de apoyar proyectos locales de e-sports, ¿qué presupuesto estaría dispuesto a separar para este objeto?	8. En caso de estar dispuesto a apoyar a creadores individuales de contenido relacionado a videojuegos/e-sports, ¿qué modalidad de apoyo sería su preferida?	9. ¿Cómo considera su situación económica actual? (Ingresos y dinero disponible para consumo)	10. ¿Qué tan satisfactorio considera su calidad de servicio y acceso a Internet?	11. ¿Cómo considera su situación en cuanto al acceso y satisfacción de sus dispositivos tecnológicos, incluyendo dispositivos usados para jugar videojuegos?	12. En su hogar, ¿estima usted que hay más consumidores de e-sports/video juegos?	13. En caso de que su respuesta anterior sea sí, indique cuántos usuarios adicionales existirían
2023/06/13 2:42:35 p. m. GMT-1:23 - 27 años	SI	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado	Más de 5 horas	League of Legends; Fortnite; \$10 - 15		Compra de merchand	Neutral	Satisfactorio	Muy satisfactoria (D No		
2023/06/13 3:11:41 p. m. GMT-1:18 - 22 años	No	No	SI	Redes Sociales (Facebook, Twitter, YouTube)	Menos de 1 hora	Fortnite; Rocket League	\$5 - 10	Donaciones	Deficiente	Satisfactorio	Insatisfactoria (Dispo	SI	2
2023/06/13 3:14:14 p. m. GMT-1:23 - 27 años	No	No	SI	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming)	Menos de 1 hora	Ninguno de los anteriores	\$5 - 10	Donaciones	Neutral	Neutral	Neutral	No	
2023/06/13 3:28:37 p. m. GMT-1:27 - 31 años	SI	SI	SI	Redes Sociales (Facebook, Twitter, YouTube)	3 - 5 horas	League of Legends; Fortnite; \$0 - 5		Suscripciones o mem	Buena	Satisfactorio	Satisfactoria (Dispos	SI	1
2023/06/13 3:32:05 p. m. GMT-1: +31 años	No	No	No	Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado	1 - 3 horas	League of Legends; Call of Du; \$15 o más		Compra de merchand	Buena	Satisfactorio	Satisfactoria (Dispos	SI	1
2023/06/13 3:36:59 p. m. GMT-1:18 - 22 años	SI	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	Dota 2; Call of Duty; Rocket Li	No estaría dispuesto a	Compra de merchand	Buena	Satisfactorio	Satisfactoria (Dispos	SI	1
2023/06/13 3:44:53 p. m. GMT-1: +31 años	SI	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	PUBG	\$15 o más	Compra de merchand	Buena	Satisfactorio	Satisfactoria (Dispos	No	
2023/06/13 3:45:50 p. m. GMT-1:18 - 22 años	SI	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado	1 - 3 horas	Fortnite; Valorant; FIFA; Call o	\$10 - 15	Suscripciones o mem	Neutral	Neutral	Satisfactoria (Dispos	SI	2
2023/06/13 4:02:39 p. m. GMT-1:23 - 27 años	SI	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado	Más de 5 horas	League of Legends; Fortnite; \$5 - 10		Suscripciones o mem	Buena	Muy satisfactor	Satisfactoria (Dispos	No	
2023/06/13 4:02:49 p. m. GMT-1:18 - 22 años	SI	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming)	Más de 5 horas	League of Legends; Fortnite; \$10 - 15		Suscripciones o mem	Deficiente	Satisfactorio	Satisfactoria (Dispos	No	
2023/06/13 4:03:37 p. m. GMT-1:23 - 27 años	No	No	No	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado	Menos de 1 hora	Ninguno de los anteriores	No estaría dispuesto a apoyar estos proyectos		Buena	Satisfactorio	Satisfactoria (Dispos	No	
2023/06/13 4:03:38 p. m. GMT-1:18 - 22 años	SI	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	Fortnite; FIFA; Call of Duty; PL	\$0 - 5	Compra de merchand	Deficiente	Neutral	Neutral	SI	1
2023/06/13 4:08:00 p. m. GMT-1:18 - 22 años	No	No	No	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado	Menos de 1 hora	Fortnite; FIFA; Call of Duty	No estaría dispuesto a apoyar estos proyectos	Donaciones	Buena	Satisfactorio	Satisfactoria (Dispos	No	
2023/06/13 5:15:53 p. m. GMT-1:23 - 27 años	SI	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Eventos o reuniones en vivo	1 - 3 horas	League of Legends; Fortnite; \$0 - 5		Donaciones	Neutral	Neutral	Satisfactoria (Dispos	No	
2023/06/13 7:14:51 p. m. GMT-1:18 - 22 años	No	No	No	(Twitch, YouTube Live, Facebook Gaming)	Menos de 1 hora	Fortnite	\$10 - 15	Suscripciones o mem	Deficiente	Neutral	Neutral	No	
2023/06/13 7:57:55 p. m. GMT-1:23 - 27 años	SI	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado	Menos de 1 hora	League of Legends; Fortnite; \$0 - 5		Suscripciones o mem	Deficiente	Satisfactorio	Satisfactoria (Dispos	SI	1
2023/06/14 7:06:56 a. m. GMT-1:23 - 27 años	SI	No	No	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	League of Legends; Fortnite; \$0 - 5		Compra de merchand	Buena	Satisfactorio	Satisfactoria (Dispos	No	

Annex 7
Responses to the survey (page 2)

2023/06/14 7:34:58 a. m. GMT-5	18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming), Consumo de primera mano o creación propia de contenido relacionado	Más de 5 horas	League of Legends, Fortnite, \$10 - 15	Compra de merch	Deficiente	Neutral	Satisfactoria (Dispos	No
2023/06/14 7:35:57 a. m. GMT-5	18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Consumo de primera mano o creación propia de contenido relacionado	Más de 5 horas	Fortnite, Valorant, Counter St	Compra de merch	Neutral	Neutral	Neutral	No
2023/06/14 8:33:51 a. m. GMT-5	23 - 27 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming), Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	League of Legends, Fortnite,	Suscripciones o mem	Neutral	Satisfactorio	Neutral	SI
2023/06/14 8:52:55 a. m. GMT-5	18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming), Consumo de primera mano o creación propia de reuniones en vivo	Más de 5 horas	League of Legends, Fortnite,	Compra de merch	Buena	Satisfactorio	Satisfactoria (Dispos	No
2023/06/14 8:53:47 a. m. GMT-5	18 - 22 años	No	No	Redes Sociales (Facebook, Twitter, YouTube)	Menos de 1 hora	Fortnite, FIFA, Call of Duty	No estaría dispuesto a apoyar estos proyectos	Suscripciones o mem	Deficiente	Neutral	Neutral
2023/06/14 9:39:49 a. m. GMT-5	23 - 27 años	No	SI	Redes Sociales (Facebook, Twitter, YouTube)	Menos de 1 hora	League of Legends, Fortnite,	No estaría dispuesto a apoyar estos proyectos	Compra de merch	Neutral	Insatisfactorio	Neutral
2023/06/14 10:10:06 a. m. GMT	18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	League of Legends, Fortnite,	Compra de merch	Neutral	Satisfactorio	Insatisfactoria (Dispos	No
2023/06/14 10:10:53 a. m. GMT	+31 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming)	1 - 3 horas	League of Legends, Fortnite,	Suscripciones o mem	Deficiente	Satisfactorio	Satisfactoria (Dispos	No
2023/06/14 10:39:11 a. m. GMT	27 - 31 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	League of Legends, Fortnite,	Compra de merch	Buena	Satisfactorio	Satisfactoria (Dispos	No
2023/06/14 10:53:14 a. m. GMT	18 - 22 años	No	No	Redes Sociales (Facebook, Twitter, YouTube)	Menos de 1 hora	Fortnite, FIFA, Call of Duty	Donaciones	Deficiente	Neutral	Insatisfactoria (Dispos	No
2023/06/14 11:05:53 a. m. GMT	23 - 27 años	No	SI	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming)	Menos de 1 hora	Fortnite, Dota 2, FIFA, Call of	Donaciones	Deficiente	Satisfactorio	Neutral	No
2023/06/14 11:16:28 a. m. GMT	23 - 27 años	No	No	Redes Sociales (Facebook, Twitter, YouTube)	Menos de 1 hora	Ninguno de los anteriores	Suscripciones o mem	Neutral	Neutral	Neutral	No
2023/06/14 11:17:52 a. m. GMT	18 - 22 años	SI	SI	Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming), Consumo de primera mano o creación propia de contenido relacionado	1 - 3 horas	League of Legends, Fortnite,	Donaciones	Buena	Satisfactorio	Satisfactoria (Dispos	No
2023/06/14 11:19:26 a. m. GMT	23 - 27 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming), Consumo de primera mano o creación propia de contenido relacionado; Eventos o reuniones en vivo	3 - 5 horas	Fortnite, FIFA, Call of Duty, O,	Suscripciones o mem	Neutral	Neutral	Satisfactoria (Dispos	SI
2023/06/14 11:22:22 a. m. GMT	23 - 27 años	No	No	Redes Sociales (Facebook, Twitter, YouTube)	Menos de 1 hora	League of Legends, FIFA	Donaciones	Neutral	Satisfactorio	Neutral	SI
2023/06/14 11:37:29 a. m. GMT	18 - 22 años	No	No	Redes Sociales (Facebook, Twitter, YouTube)	Menos de 1 hora	FIFA, Call of Duty	Compra de merch	Deficiente	Neutral	Neutral	No
2023/06/14 11:54:49 a. m. GMT	18 - 22 años	SI	No	Redes Sociales (Facebook, Twitter, YouTube)	1 - 3 horas	League of Legends, Fortnite,	Suscripciones o mem	Buena	Satisfactorio	Satisfactoria (Dispos	No
2023/06/14 12:15:35 p. m. GMT	23 - 27 años	SI	No	(Twitch, YouTube Live, Facebook Gaming)	1 - 3 horas	League of Legends, Fortnite,	Suscripciones o mem	Neutral	Satisfactorio	Satisfactoria (Dispos	No
2023/06/14 12:28:53 p. m. GMT	18 - 22 años	No	SI	Redes Sociales (Facebook, Twitter, YouTube)	Menos de 1 hora	Valorant	Suscripciones o mem	Buena	Satisfactorio	Satisfactoria (Dispos	No
2023/06/14 2:18:17 p. m. GMT-1	18 - 22 años	SI	SI	(Twitch, YouTube Live, Facebook Gaming)	Menos de 1 hora	League of Legends, Fortnite,	Donaciones	Neutral	Satisfactorio	Satisfactoria (Dispos	No

Annex 8
Responses to the survey (page 3)

2023/06/14 2:40:49 p. m. GMT-1	23 - 27 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado	Más de 5 horas Menos de 1 hora	League of Legends; Fortnite; 55 - 10 Fortnite; FIFA; Call of Duty	50 - 5	Donaciones Buena Suscripciones o mem Neutral	Satisfactorio Neutral	Satisfactoria (Dispos Neutral)	No SI	1	
2023/06/14 4:50:03 p. m. GMT-1	23 - 27 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Consumo de primera mano o creación propia de contenido relacionado	Más de 5 horas	League of Legends; Fortnite;	55 - 10	Compra de merchand	Deficiente Neutral	Neutral Neutral	No		
2023/06/14 5:37:53 p. m. GMT-1	23 - 27 años	No	No	Redes Sociales (Facebook, Twitter, YouTube)	Menos de 1 hora	League of Legends; Fortnite;	50 - 5	Suscripciones o mem	Deficiente Neutral	Muy poco satisfecho	SI	3	
2023/06/14 11:18:43 p. m. GMT-1	18 - 22 años	No	SI	Redes Sociales (Facebook, Twitter, YouTube)	Menos de 1 hora	League of Legends; Fortnite;	50 - 5	Compra de merchand	Neutral Satisfactorio	Satisfactoria (Dispos	No		
2023/06/15 9:16:35 a. m. GMT-1	18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube)	1 - 3 horas	League of Legends; Fortnite;	50 - 5	Donaciones	Deficiente Neutral	Satisfactoria (Dispos	No		
2023/06/15 9:22:34 p. m. GMT-1	18 - 22 años	No	SI	Redes Sociales (Facebook, Twitter, YouTube)	3 - 5 horas	Fortnite; FIFA; Call of Duty		No estaría dispuesto a apoyar estos proyectos	Compra de merchand	Deficiente Neutral	Neutral Neutral	No	
2023/06/15 9:43:50 p. m. GMT-1	18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	League of Legends; Fortnite;	55 - 10	Compra de merchand	Neutral Satisfactorio	Satisfactoria (Dispos	SI	1	
2023/06/15 10:29:44 p. m. GMT-1	18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube)	1 - 3 horas	League of Legends; Fortnite;	55 - 10	Suscripciones o mem	Deficiente Neutral	Neutral Neutral	No		
2023/06/15 10:52:27 p. m. GMT-1	27 - 31 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	League of Legends; Fortnite;	55 - 10	Compra de merchand	Buena Satisfactorio	Satisfactoria (Dispos	SI	1	
2023/06/15 11:16:52 p. m. GMT-1	23 - 27 años	No	No		Menos de 1 hora	Fortnite; FIFA; Call of Duty	50 - 5	Compra de merchand	Buena Satisfactorio	Satisfactoria (Dispos	No		
2023/06/15 11:24:33 p. m. GMT-1	23 - 27 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado	Más de 5 horas	League of Legends; Fortnite;	510 - 15	Compra de merchand	Buena Satisfactorio	Satisfactoria (Dispos	SI	2	
2023/06/15 11:47:51 p. m. GMT-1	18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Consumo de primera mano o creación propia de contenido relacionado	Más de 5 horas	League of Legends; Fortnite;	510 - 15	Compra de merchand	Neutral Satisfactorio	Neutral Neutral	No		
2023/06/16 7:19:58 a. m. GMT-1	18 - 22 años	No	SI	Redes Sociales (Facebook, Twitter, YouTube)	Menos de 1 hora	League of Legends; Fortnite;	50 - 5	Compra de merchand	Buena Muy satisfactor	Satisfactoria (Dispos	SI	1	
2023/06/16 7:27:01 a. m. GMT-1	18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming); Consumo de primera mano o creación propia de contenido relacionado; Eventos o reuniones en vivo	Más de 5 horas	League of Legends; Fortnite;	510 - 15	Compra de merchand	Buena Satisfactorio	Satisfactoria (Dispos	SI	2	
2023/06/16 7:32:31 a. m. GMT-1	18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube)	3 - 5 horas	League of Legends; Fortnite;	55 - 10	Donaciones	Deficiente Neutral	Neutral Neutral	No		
2023/06/16 7:35:52 a. m. GMT-1	18 - 22 años	No	No	Redes Sociales (Facebook, Twitter, YouTube)	1 - 3 horas	League of Legends; Fortnite;	50 - 5	Compra de merchand	Neutral Satisfactorio	Neutral Neutral	No		
2023/06/16 7:36:36 a. m. GMT-1	27 - 31 años	No	SI		Menos de 1 hora	Fortnite; FIFA; Call of Duty		No estaría dispuesto a apoyar estos proyectos	Compra de merchand	Buena Neutral	Neutral Neutral	SI	1
2023/06/16 8:07:50 a. m. GMT-1	18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	League of Legends; Fortnite;		No estaría dispuesto a apoyar estos proyectos	Suscripciones o mem	Neutral Insatisfactorio	Neutral Neutral	No	
2023/06/16 8:28:53 a. m. GMT-1	23 - 27 años	No	No		Menos de 1 hora	Fortnite; FIFA; Call of Duty		No estaría dispuesto a apoyar estos proyectos	Compra de merchand	Buena Satisfactorio	Satisfactoria (Dispos	SI	2
2023/06/16 8:39:52 a. m. GMT-1	18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube); Consumo de primera mano o creación propia de contenido relacionado	Más de 5 horas	League of Legends; Fortnite;		No estaría dispuesto a apoyar estos proyectos	Compra de merchand	Deficiente Neutral	Neutral Neutral	No	

Annex 9
Responses to the survey (page 4)

2023/06/16 8:51:52 a. m. GMT-5	27-31 años	No	SI	Redes Sociales (Facebook, Twitter, YouTube)	Menos de 1 hora	League of Legends;Fortnite; Valorant;Counter St	No estaría dispuesto a apoyar estos proyectos	Compra de merch	Buena	Satisfactorio	Neutral	No	
2023/06/16 9:11:52 a. m. GMT-5	18-22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube);Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming);Consumo de primera mano o creación propia de contenido relacionado	3-5 horas	League of Legends;Fortnite;	No estaría dispuesto a apoyar estos proyectos	Compra de merch	Buena	Satisfactorio	Neutral	No	
2023/06/16 9:40:42 a. m. GMT-5	23-27 años	No	SI	Redes Sociales (Facebook, Twitter, YouTube)	1-3 horas	Fortnite;Valorant;Counter St	No estaría dispuesto a apoyar estos proyectos	Compra de merch	Neutral	Satisfactorio	Neutral	No	
2023/06/16 9:44:23 a. m. GMT-5	18-22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube);Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming);Consumo de primera mano o creación propia de contenido relacionado	3-5 horas	League of Legends;Fortnite;	S5-10	Compra de merch	Buena	Muy satisfactorio	Muy satisfactoria (D	SI	1
2023/06/17 7:15:52 a. m. GMT-5	23-27 años	No	No	Redes Sociales (Facebook, Twitter, YouTube)	Menos de 1 hora	Ninguno de los anteriores	S0-5	Suscripciones o mem	Neutral	Insatisfactorio	Neutral	SI	1
2023/06/17 1:16:55 p. m. GMT-5	18-22 años	No	SI	(Twitch, YouTube Live, Facebook Gaming)	1-3 horas	League of Legends;Fortnite;	S0-5		Neutral	Satisfactorio	Neutral	No	
2023/06/17 7:46:53 p. m. GMT-5	18-22 años	No	SI	Redes Sociales (Facebook, Twitter, YouTube)	Menos de 1 hora	Ninguno de los anteriores	S5-10	Suscripciones o mem	Buena	Satisfactorio	Satisfactoria (Dispos	No	
2023/06/17 10:27:06 p. m. GMT-5	23-27 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube);Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming);Consumo de primera mano o creación propia de contenido relacionado	3-5 horas	League of Legends;Fortnite;	S5-10	Compra de merch	Buena	Satisfactorio	Satisfactoria (Dispos	No	
2023/06/18 12:55:39 p. m. GMT-5	18-22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube);Consumo de primera mano o creación propia de contenido relacionado	3-5 horas	League of Legends;Fortnite;	S0-5	Compra de merch	Deficiente	Satisfactorio	Satisfactoria (Dispos	No	
2023/06/18 12:56:44 p. m. GMT-5	23-27 años	SI	SI	reuniones en vivo	Más de 5 horas	League of Legends;Fortnite;	S5-10	Compra de merch	Buena	Satisfactorio	Satisfactoria (Dispos	No	
2023/06/18 1:01:49 p. m. GMT-5	23-27 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube);Consumo de primera mano o creación propia de contenido relacionado	3-5 horas	League of Legends;Fortnite;	S0-5	Suscripciones o mem	Neutral	Neutral	Neutral	No	
2023/06/18 1:08:31 p. m. GMT-5	18-22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube);Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming);Consumo de primera mano o creación propia de contenido relacionado	1-3 horas	League of Legends;Fortnite;	S0-5	Compra de merch	Deficiente	Neutral	Neutral	SI	1
2023/06/18 1:13:52 p. m. GMT-5	18-22 años	SI	No	Redes Sociales (Facebook, Twitter, YouTube)	1-3 horas	Fortnite;FIFA;Call of Duty;PUB	No estaría dispuesto a apoyar estos proyectos	Suscripciones o mem	Neutral	Neutral	Neutral	No	
2023/06/18 1:20:56 p. m. GMT-5	23-27 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube);Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming);Consumo de primera mano o creación propia de contenido relacionado	3-5 horas	League of Legends;Fortnite;	S0-5	Suscripciones o mem	Neutral	Satisfactorio	Neutral	No	
2023/06/18 1:33:43 p. m. GMT-5	18-22 años	No	No	Redes Sociales (Facebook, Twitter, YouTube)	1-3 horas	Fortnite;Call of Duty	No estaría dispuesto a apoyar estos proyectos	Compra de merch	Buena	Satisfactorio	Satisfactoria (Dispos	SI	
2023/06/18 1:57:08 p. m. GMT-5	18-22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube)	Más de 5 horas	League of Legends;Fortnite;	S0-5	Compra de merch	Neutral	Satisfactorio	Neutral	No	
2023/06/18 2:25:15 p. m. GMT-5	18-22 años	No	No		Menos de 1 hora	Fortnite;FIFA	No estaría dispuesto a apoyar estos proyectos	Compra de merch	Deficiente	Neutral	Neutral	No	

Annex 10
Responses to the survey (page 5)

2023/06/19 11:08:54 a. m. GMT-18 - 27 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming), Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	League of Legends, Fortnite, 50 - 5	Compra de merch	Neutral	Neutral	Neutral	No		
2023/06/19 11:24:25 a. m. GMT-18 - 22 años	No	No	Redes Sociales (Facebook, Twitter, YouTube), Consumo de primera mano o creación propia de contenido relacionado	Menos de 1 hora	Fortnite, FIFA	No estará dispuesto a a	Suscripciones o mem	Buena	Neutral	Neutral	No	
2023/06/19 11:56:58 a. m. GMT-18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming), Consumo de primera mano o creación propia de contenido relacionado	Más de 5 horas	League of Legends, Fortnite, 50 - 5	Compra de merch	Buena	Satisfactorio	Neutral	No		
2023/06/19 3:44:02 p. m. GMT-18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	Fortnite, FIFA, Call of Duty, PL, 50 - 5	Compra de merch	Neutral	Neutral	Neutral	No		
2023/06/19 4:14:51 p. m. GMT-18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming), Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	League of Legends, Fortnite, 50 - 5	Suscripciones o mem	Neutral	Neutral	Neutral	No		
2023/06/19 4:45:45 p. m. GMT-18 - 23 años	No	SI	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming), Consumo de primera mano o creación propia de contenido relacionado	1 - 3 horas	Fortnite, Call of Duty, PUBG, C	No estará dispuesto a apoyar estos proyectos	Suscripciones o mem	Buena	Satisfactorio	Satisfactoria (Dispos	No	
2023/06/19 4:52:08 p. m. GMT-18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Consumo de primera mano o creación propia de contenido relacionado	Más de 5 horas	League of Legends, Fortnite, Valorant, Dota 2, Counter	Compra de merch	Buena	Satisfactorio	Satisfactoria (Dispos	No		
2023/06/19 5:09:37 p. m. GMT-18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	Fortnite, Valorant, FIFA, Call o 50 - 5	Compra de merch	Deficiente	Neutral	Neutral	No		
2023/06/19 6:31:10 p. m. GMT-18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming), Consumo de primera mano o creación propia de contenido relacionado	1 - 3 horas	League of Legends, Fortnite, 50 - 5	Compra de merch	Buena	Satisfactorio	Satisfactoria (Dispos	No		
2023/06/20 10:46:59 a. m. GMT-18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming), Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	League of Legends, Fortnite, 50 - 5	Compra de merch	Buena	Satisfactorio	Satisfactoria (Dispos	No		
2023/06/20 5:09:03 p. m. GMT-18 - 27 años	No	No	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming), Consumo de primera mano o creación propia de contenido relacionado	Menos de 1 hora	Fortnite, FIFA	No estará dispuesto a a	Compra de merch	Neutral	Neutral	Neutral	No	
2023/06/20 6:33:39 p. m. GMT-18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	League of Legends, Fortnite, 50 - 5	Compra de merch	Deficiente	Neutral	Neutral	SI	1	
2023/06/20 6:45:13 p. m. GMT-18 - 27 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Consumo de primera mano o creación propia de contenido relacionado	Más de 5 horas	League of Legends, Fortnite, 50 - 5	Compra de merch	Buena	Satisfactorio	Satisfactoria (Dispos	No		
2023/06/20 6:51:00 p. m. GMT-18 - 27 - 31 años	No	No	Redes Sociales (Facebook, Twitter, YouTube), Consumo de primera mano o creación propia de contenido relacionado	Menos de 1 hora	FIFA, Call of Duty	No estará dispuesto a a	Suscripciones o mem	Neutral	Satisfactorio	Neutral	No	
2023/06/20 7:04:01 p. m. GMT-18 - 27 años	No	No	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming), Consumo de primera mano o creación propia de contenido relacionado	1 - 3 horas	FIFA, Call of Duty	No estará dispuesto a a	Compra de merch	Buena	Satisfactorio	Satisfactoria (Dispos	No	
2023/06/20 7:14:40 p. m. GMT-18 - 22 años	SI	SI	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming), Consumo de primera mano o creación propia de contenido relacionado	3 - 5 horas	Fortnite, Valorant, Counter	SI 55 - 10	Suscripciones o mem	Buena	Satisfactorio	Satisfactoria (Dispos	SI	1
2023/06/20 8:15:41 p. m. GMT-18 - 22 años	No	No	Redes Sociales (Facebook, Twitter, YouTube), Plataformas de live streaming (Twitch, YouTube Live, Facebook Gaming), Consumo de primera mano o creación propia de contenido relacionado	Menos de 1 hora	Fortnite, FIFA	No estará dispuesto a a	Compra de merch	Neutral	Neutral	Neutral	No	