



Research on the Future Development Direction of China's Esports Industry

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Abstract

Today, in the new generation, many individuals from the post-80s and post-90s eras reminisce about their childhood spent playing with spinning tops and jumping ropes. We shared a generation filled with countless shared meals during that time. This article primarily discusses the future development of esports in the evolving social landscape. It also explores whether children should contemplate pursuing a career in esports and emphasizes the importance of making thoughtful considerations for their future. This approach aims to provide a relatively objective and clear understanding of the growth of this emerging industry. As a young industry, esports continues to flourish at an astonishing rate, attracting the attention of the public. The new industry has alleviated employment pressure to a certain extent. However, the future challenges are still unknown. Despite this, the industry has persevered, bringing us many childhood memories and providing us with relaxed and happy times. We hope that it will flourish and become a towering tree.

Keywords

Esports, development, new generation, future

1. Features of the esports major

In September 2021, the Hangzhou Asian Games was selected to join 8 esports, which on the one hand represents the fact that the number of users using wireless networks is increasing. On the other hand, it represents the rapid development of esports projects, which are constantly improving in the hearts of the people. The number of game users is increasing day by day, so large-scale international competitions are held, and the voices of opposition and support are booming, which has become a topic of discussion in the lives of the public.

1.1 Esports that are flooding into the public eye

Driven by the rapid pace of technology and a broader, increasingly diverse audience, video games and esports have become the fastest-growing segments of the consumer space, largely due to rapid advances in technology and a broad and more inclusive audience. The UAE and Saudi Arabia are leading the way in the video gaming and esports industry in the region due to their high-income consumer segments, high use of digital technologies, and large public investment programs. Globally, the Asia-Pacific region has the largest market share, with China, the United States, and Japan being the most competitive single markets. In the Asia-Pacific region, markets such as China, the United States, and Japan are the most competitive in the video game and esports industry. These countries not only have a huge market share but also show strong competitiveness in technology research and development, industrial chain layout, and market promotion. Globally, these countries play a pivotal role in the development of the video game and esports industry (Lu Hong, 2023). In 2003, esports became the 99th sport in my country, and esports ushered in the first wave and had a resounding name and status. It has been touted by many young people, but it has also been opposed by

many parents and teachers. For example, what if my child is always playing games at home? How many world champions are there in China? This is a question that deserves deep reflection. Playing games and the like is not equal to esports? The answer is no. Playing games refers to playing games for entertainment without professional purposes, mainly to relax the mind, divert attention, and achieve a short-term pleasant effect. The esports project represents the ultimate goal of taking online game competition as a profession, joining a professional club of esports with league certification and registration, appearing on the public stage as a professional player, participating in various large and small professional leagues, and winning the national championship and even the world championship.

2. The rise of the esports profession

The vigorous development of the esports industry in China has promoted the continuous growth of the number of esports users. According to the latest "2020 China's Game Industry Report" released by the Game Working Committee (GPC) of the China Audio and Digital Association and the China Game Industry Research Institute, in the first half of this year, the number of esports users in China reached about 480 million, a year-on-year increase of 9.94%. As users continue to grow, the esports industry has also reaped huge economic benefits. The report pointed out that in the first half of this year, the actual sales revenue of China's esports game market reached an astonishing 71.936 billion yuan, with a year-on-year growth rate of 54.69%, showing a trend of sustained and rapid growth (Li Shaopeng, 2020).

In recent years, a well-known TV series has attracted everyone's attention, it is "Crossfire", a commercial TV series promoted according to the game of the same name, evoking the voices of countless post-90s and post-00s, remembering the time when I was an esports teenager after school in my childhood. The life of professional esports people has the most basic security, in an industry that is not favored by most parents, gradually changing people's perceptions, I believe that behind every champion, there will be blood and tears, professional esports people are worthy of respect.

2.1 A budding industry

As a sport, esports must be regulated and developed in accordance with the laws of sports. In Feng Jianzhong's view, if esports wants to achieve rapid development, it first needs to improve itself, including improving its technical level, standardizing industry behavior, and formulating fair rules, so as to ensure the sustainable development of the industry. Nowadays, all aspects of the esports industry, such as sponsors, clubs, tournaments, and players, are becoming more mature and industrialized, and players are gradually becoming stars. With the increasing fertility of commercial soil, esports has gradually moved from the fringes to the mainstream consumer market, and the income of players has long ceased to be the "miserable phenomenon" of the past. In the face of the boom in the esports industry, many teenagers and families are eager to try their hand at it, even at the expense of their studies, in an attempt to make a career in the esports field. However, esports is not just about online games reaching the level of competition, the life of an esports player is actually full of boring. It takes to stand out from the hundreds of millions of gamers and become the best of the top hundreds to have the potential to attract the attention of professional clubs and get tryouts. Due to the large gamer base, esports is far more competitive than any other sport. Starting out as a gamer and hoping to become a professional esports player one day can be one in a million ways. Meng Jie, the owner of the esports club, believes that for teenagers, it is more efficient and safe for teenagers to get results by putting in the same amount of effort to pass the entrance exams than joining the esports industry. Because in esports, talent is crucial and reflexes must be at the top level. Training can improve strength, but it can't determine a person's upper limit (Wang Huifeng, 2020). Esports is a pure youth meal, a youth meal full of youthful talent.

CrossFire professional esports player WE. UGLY once said to me that professional esports players generally get up at noon, and then review and summarize after playing the necessary six training matches every day. Taking Cross-Fire professional esports players as an example, the club will have a professional player nutritionist to take care of the player's life, and some wealthy clubs will rent villas for the players to live in. The food is also cooked by a special aunt to ensure that the daily meal is not repeated, in addition, the league also stipulates the basic salary of professional esports players, and the parents can only let the children play in the club with peace of mind. However, esports is a youth meal, if you enter the esports circle at the age of 18, the fresh age is only 5 years, and the hand speed will decline with age after the age of 23. At this time, most professional players will consider transforming into a conductor or assistant coach. In the case of no advantage in academic qualifications, there is only one way to take the road of esports, many players choose to continue their esports career as anchors after retiring, and the club will ensure the

basic life of players after retirement. There are many players who have never touched the championship trophy in their lives and left the esports stage without looking back, isn't it a pity that such a youth is very regrettable? Therefore, if you simply like games, it is recommended not to engage in the esports industry, now because of the large population base in China, the esports industry is in a state of more monks and less porridge, and the economy is also developing slowly because of the epidemic.

2.2 Esports requires the current generation of young people to learn to manage themselves

China has entered the 5G era, and the use of mobile phones is very widespread in people's hands. In first-tier cities, almost everyone has a smartphone. This has also led to a lot of unexpected results when you were young, you didn't manage yourself well, and there is no way to recover it when the time comes, so as a contemporary young person, you must learn to restrain your inertia, don't lie flat excessively, indulge in games and can't extricate yourself, delay the best years, and finally waste a good time, and live a mediocre life, which requires contemporary young people to have enough restraint, so how is this restraint implemented?

In childhood, make a good schedule, list the daily plan, on the basis of completing the study tasks, play for half an hour or an hour, and carry out extracurricular activities, so that you can fully combine work and rest. In recent years, Tencent Games has also issued relevant policies, which stipulate the time limit for minors to play, effectively ensuring the time that teenagers spend with their parents and study time. However, parents should not put too much pressure on their children, not all children can go to Peking University Tsinghua University, learning and playing need to be developed moderately and moderately, rather than learning hard, or playing, work and rest time needs to be combined with work and rest, in order to maintain a good body to face a unique tomorrow.

3. The state of domestic development of esports

On March 15, the Hangzhou Asian Games Esports Stadium was lit up for the first time, with a total construction area of about 80,000 square meters and about 5,000 seats, making it the first professional esports venue in China. According to the "2021 China Esports Industry Development Report" released by Tencent Esports, in the post-Asian Games era, esports will realize the transformation from community culture to pop culture, further promote the scale and industrialization of the industry, and become an emerging cultural carrier and lifestyle with events as the core and radiating surrounding formats (Qin Xue, 2022).

"The word esports itself is full of contradictions, it is inextricably linked to gaming addiction, controversial, but it has indisputably become a cultural symbol recognized by many young people today." In an in-depth discussion with the head of the research department of the Wuxi Democratic League, Ou Yanxi used "uncharacterized" and "growing" to describe esports, emphasizing that it should not be simply judged by inherent thinking. In the process of the continuous growth of the esports industry, the establishment of the Hangzhou Asian Games Esports Stadium has undoubtedly provided a more solid foundation for the development of domestic esports. In the face of this emerging industry, people need to understand, accept, and guide with a more open mind, so that esports can thrive on the road of standardization and health.

With the continuous increase of live broadcast platforms, the number of job openings for game anchors is increasing, which controls the risk of rising unemployment in society to a certain extent, but also lowers the threshold for employment. Esports is an industry that can be developed with low educational requirements, but the environment of esports is worrying, and it has also caused a certain degree of dissatisfaction in society, which has become a major obstacle to the development of esports.

3.1 Development of commercialization and technology

Because of the need for a large number of esports competitions, a large number of live media broadcasts, and the transfer of staff at the venue, it has become an indispensable key to attract the attention of the audience. The development of the esports industry has derived the incubation of game experts and esports commentators, and these young industries are not attractive enough in the eyes of the public, so the basic salary of these industries should be increased to ensure the frequency of live broadcasts, alleviate the huge social pressure in today's society, and gradually establish a mature esports system, which has become a profound transformation from children to adults.

Secondly, due to the rise of game developers, resulting in the game version updating too fast, in this case, it is

necessary to cooperate closely with game agents and developers. After the game is developed, the agents will promote and publicize it, forming a one-stop service, so that players can keep abreast of the version updates and have a good sense of game experience, which is the most important thing to build an esports system that serves the people.

Finally, support some large-scale traffic stars and enterprises, such as Lu Dehua, Yaoyang and even Wolves, Qingjiu and other old professional teams, and finally transform the personal stories of the players into movies and TV series, just like the cooperation of the League of Legends project taken over by director Zhang Yimou, which has played a leading role through the star effect, and cultivated batches of newcomers with the old and new system, which will endure for a long time, and the radiation scope will become larger and larger, becoming a huge and influential business circle.

4. Conclusion

On March 15, the Hangzhou Asian Games Esports Stadium was lit up for the first time, with a total construction area of about 80,000 square meters and about 5,000 seats, making it the first professional esports venue in China. According to the "2021 China Esports Industry Development Report" released by Tencent Esports, in the post-Asian Games era, esports will realize the transformation from community culture to pop culture, further promote the scale and industrialization of the industry, and become an emerging cultural carrier and lifestyle with events as the core and radiating surrounding formats.

According to the report, by the end of 2021, the number of esports users in China is expected to exceed 425 million, accounting for more than 70% of the youth population. Last year, the public opinion frenzy triggered by the EDG team's victory puzzled many esports "outsiders", including Ou Yanxi, a member of the Democratic League and head of the group section of the Yixing Environmental Protection Science and Technology Industrial Park Management Committee. Although Yanxi Ou is not a game fanatic, she developed a keen interest in esports and began to study the field. "The word esports itself is full of contradictions, it is inextricably linked to gaming addiction, controversial, but it has indisputably become a cultural symbol recognized by many young people today." In an in-depth discussion with the head of the research department of the Wuxi Democratic League, Ou Yanxi used "uncharacterized" and "growing" to describe esports, emphasizing that it should not be simply judged by inherent thinking. In the process of the continuous growth of the esports industry, the establishment of the Hangzhou Asian Games Esports Stadium has undoubtedly provided a more solid foundation for the development of domestic esports. In the face of this emerging industry, people need to understand, accept, and guide with a more open mind, so that esports can thrive on the road of standardization and health (Ding Yuanyuan, 2021).

Moderate games are good for the brain, excessive games hurt the body, and the esports industry has been shown in front of people's eyes as a child waiting to be fed, making people's eyes look new. At the same time, in an era full of data, it is very simple to become an Internet celebrity, but a short-term boom cannot represent everything in life, this is not a reason for you to lie down, you are still young, and you still need to go to the world to see more scenery that has not been seen in other people's movies, don't live like others, this is what I feel from the esports industry. Although the esports industry has shown its unique charm, it also advises people not to be overly addicted to the virtual world of games. Maintaining one's own existence in the new generation is the most important thing, not forgetting the original intention, in the student days, without extraordinary gaming talent and full perseverance, it is impossible to continue to develop in the esports industry, so when you are a student, you should focus on learning, rather than foolishly pursuing the so-called "world champion" and be carried away. The rise of the esports industry represents the beginning of another generation, giving New China a new vitality, although there will still be a lot of difficulties waiting for us to face in the future, we will face the difficulties with confidence, and use our hands to light up the new life, hold him up, and nurture him until he becomes an adult and grows into a towering tree, benefiting the lives of generations of people, you can have a unique color on your face under the blue sky, full of confidence in your new life, and believe that you have been walking on the path of discovery in front of the light, so that you can thank yourself for your efforts at that time.

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