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Comparing Motivational Factors of Athletes on engaging in Traditional Sport versus eSports

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Abstract

eSports makes up an upward trend as a new type of sport in the last decade in a famous way. This paper aims to emphasize the critical parts of eSports, which can eliminate ideas against obtaining capacity for eSports as a real sport and find out the motivational factors of athletes. In this case, the push and pull motivational factors of eSports athletes can be investigated appropriately. The reason for the increasing number of athletes in this sport can be understood. This paper is based on qualitative and interview methods; however, secondary data makes up a significant conclusion. The current study reveals contextual factors of eSports and the importance of eSports in Azerbaijan, as well. The findings of this paper are vital for comparing motivational factors of athletes engaging in traditional sport versus eSports. As an illustration, mentality, internet speed, professional approach are important factors for this paper. Also, the South Korea case, compared to Azerbaijan and other developing eSports countries, makes up a practical approach for the study.

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1. INTRODUCTION

1.1. Definition of eSports

First and foremost, technology makes up a significant proportion of our daily life. For this reason, it can be accompanied that people are engaged in technological devices because of different purposes. For instance, nearly 4.536 billion people used the internet in June 2019 based on Internet World Stats, which resulted from having technology gadgets on a significant proportion of people. (Clement, 2020) Pew Research estimates that five billion people worldwide own a mobile device (Lynkova, 2020). While using technological devices, people are frequently induced to play some video games, and according to some factors, they want to compete. For instance, achievement, socialization, and immersion are the factors that create a more considerable eagerness for competition in these types of video games.

These video games had already been called eSports. Some academics consider that a more comprehensive definition of the sport concept allows considering eSports as a sport (Chikish et al., 2019). Nowadays, so many eSports tournaments are arranged. Because of globalization over the internet, a constantly increasing number of online competitions and tournaments can be observed at the regional and national levels and the international level. Besides, eSports championships have been developed in parallel with the professionalization of this activity towards professional teams, players/gamers, and coaches. Professionalization of eSports generates push and pull factors. Push factors are characterized by personal or external factors (including a marriage break-up or being passed over for promotion) and often have negative connotations. Alternatively, pull factors draw people to start businesses – such as seeing an opportunity (Hakim, 1989). In general, pull factors be more prevalent than push factors (Segal et al., 2005; Shinnar and Young, 2008). These crucial factors indicate the rising fame of eSports compared to traditional sport.

Prize pools for the players are highly increasing; meanwhile, this field is not profitable only for players. eSports makes up a definition that creates competition and

a winning prize pool to involve a remarkable number of players (Wagner, 2016). It is considered like professional gaming within a professional environment meanwhile playing video games through competitions. Hence, it is defined: "eSports" is a type of sports in which people improve and train their mental or physical skills to be engaged in information and communication technologies. Despite this definition covering individual and team activities, the next one will focus on considering team disciplines. So, individual disciplines are more common in eastern culture, while team disciplines favor Western eSports culture (Wagner, 2016). Since the beginning of the 1970s, eSports became a part of the global world and correctly indicated an upward trend of popularity (Gaming, 2018). eSports originated in 1972 when 10,000 people competed in a Space Invaders tournament. In 1998, the legendary Starcraft 2 tournament on PC gathered over 50 million online viewers, 17 million from Twitch (Gaming, 2018). Time by time, significant development and positive change were observed in this field because of the technological world. In recent years players have been already known as professional players as in traditional sport, quality of games and number of winning prizes increased considerably. Also, many fans and players escalated. Newzoo divides eSports audiences into two categories: "occasional viewers" (those that watch eSports less than once a month) and "eSports enthusiast" (those that watch eSports more often than once a month), which may be a relevant difference for those willing to invest in eSports (Roundhill Blog, 2020). Based on the chart, forecasts indicate there will be 295 million eSports enthusiasts and 351 million occasional viewers in the audience of the world in 2023 (Roundhill Blog, 2020).

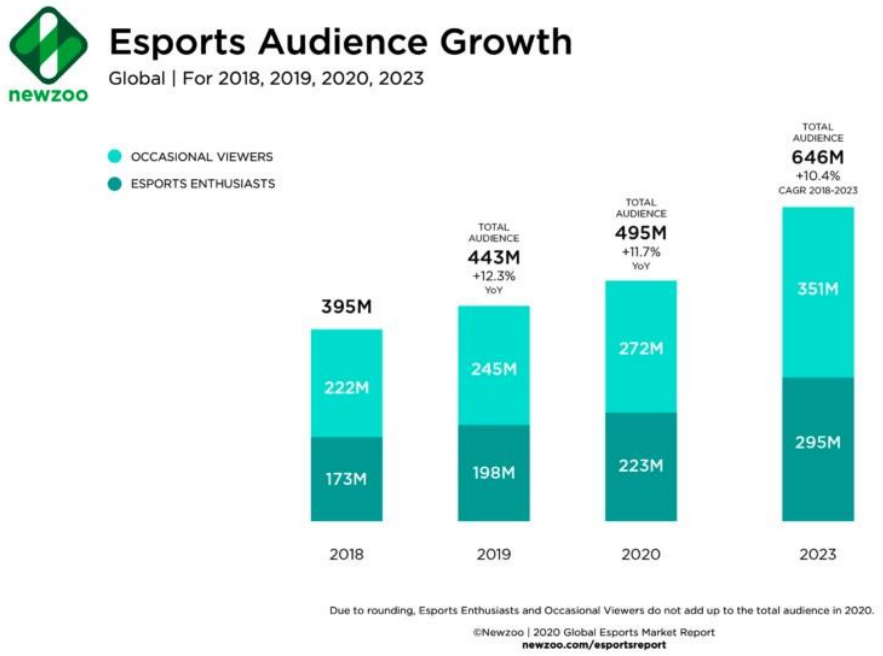

Table 1: *eSports Audience Growth*

Source: Newzoo

1.2. eSports as a rising Sport

Olympics is a very famous event throughout the whole world and existing in Olympics can bring much more reputation and popularity while having a big audience. Because too many people are following and watching Olympics and they are fancy of it. The International Olympic Committee shared those five types of eSports games (auto racing, baseball, cycling, rowing, and sailing) will become a part of the Tokyo Summer Games under the Olympic Virtual Series. "The Olympic Virtual Series is a new, unique Olympic digital experience that aims to grow direct engagement with new audiences in the field of virtual sports," IOC President Thomas Bach said in a statement. "It encourages sports participation and promotes the Olympic values, with a special focus on youth." (Bieler, 2021, p.2)

After eSports joining the Olympics logically, eSports will bring its audience, also. Furthermore, combining these two parts of the audience will create great fame in almost every part of the world. That is why eSports athletes can be much more

motivated for this sport, and estimations can indicate a rising number of eSports athletes.

eSports make attraction on people's mind, and they are getting a fan of this sport which is a pool of wide and varied fans. Compared to other sports fans, which is localized, eSports has collected fans almost in each part of the world. For example, US and Asia game servers observe much more gamers than other parts of the world, whereas other parts of the world also notice several gamers on the servers (eSports Mention, 2019). Because the rules are not so difficult to understand, and it is evident that almost everyone uses technological devices. While using them, it is easy to adapt and learn the rules of the games; afterwards, these gamers are getting competitive.

On the other hand, eSports audiences have all groups, races, and genders.

Nevertheless, eSports cause a congregation of people both online and offline. Twitch and YouTube are the kinds of tools used for the live streaming of audiences (eSports Mention, 2019). YouTube and Twitch are getting bigger than TV as live streaming channels.

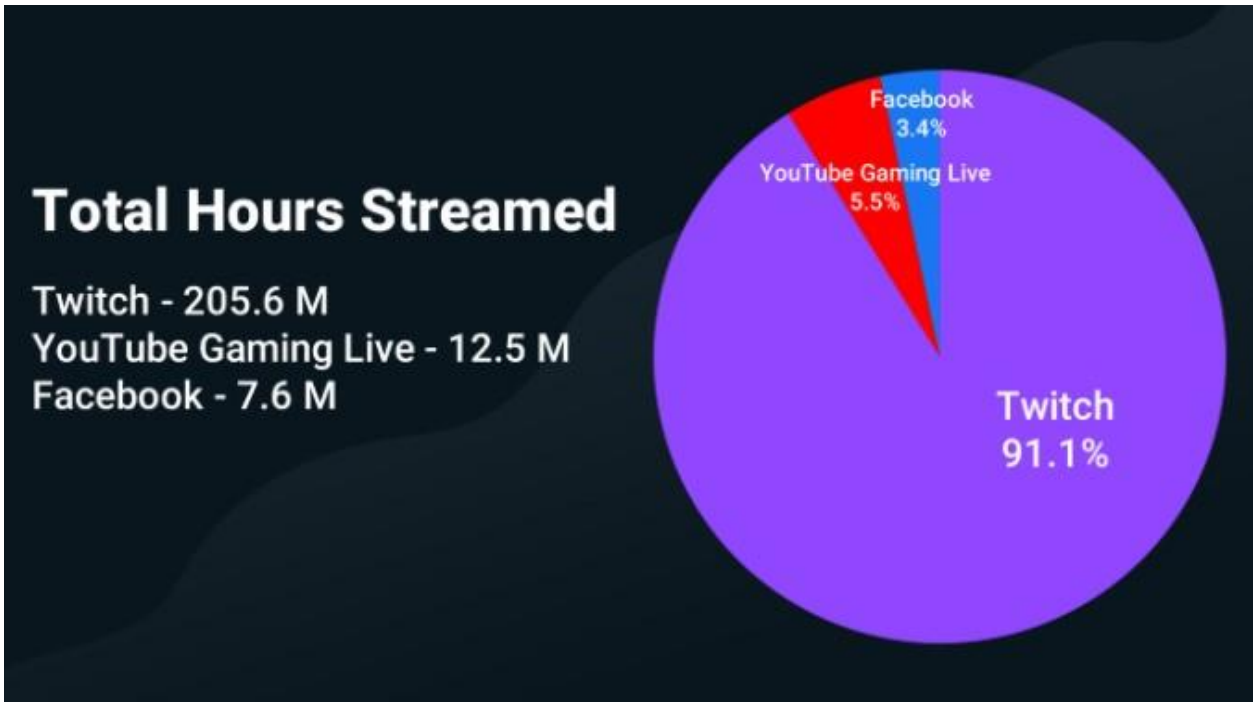

Table 2: *Total Hours Streamed*

Source: Digital Information World

According to Newzoo, there will be 646 million eSports audiences in the world by 2023, with "occasional fans" and "eSports enthusiasts" will between 245 million to 351 million and 198 million to 295 million, respectively, from 2019 till 2023 (Roundhill Blog, 2020).

eSports make up significant money circulation for the organizations of them throughout the world. For instance, according to Forbes, leading eSports organizations have a value of more than 200 million US dollars, and each passed the time, their worth is increasing sharply. Sponsorships are on jerseys and streams at events and photoshoots. For example, According to Newzoo, global eSports sales will reach US$ 1.1 billion in 2020, up from US$ 950.6 million in 2019, a year-on-year increase of +15.7 per cent, and this rise will continue (Roundhill Blog, 2020). Moreover, most of the US$ 1.1 billion – US$ 456 million – are made up of sponsors (Roundhill Blog, 2020).

Furthermore, eSports has a significant amount of prize pool US dollars and rewards. As an illustration, recently, International Dota 2's flagship event has shown yearly record broken money reward, 34.3 million US dollars, and these prize pools are still growing (Gartenberg, 2020). This beats all other eSports and sports events, including even the Super Bowl, where each winning player sees a little over US$118,000.

eSports and traditional sport have a lot of differences and similarities. For example, league and team structures, the right approach to sponsorship and audience, rules are all point out at variance. Toward the day's end, when someone is sitting in the stands, and their favourite team is winning, it is almost the same feeling. The features are different, while the spirit of rivalry remains. (Foil, 2017)

The arenas are another vital factor that triggers athletes in a motivational way. Because when watched, fans surround athletes, they have much more eager and enjoy from fans' atmosphere. In eSports, all venue is digital. The greatness of the activity is going on in the player's brain. eSports players live and flourish in the computerized field of fantastic venues. There are no physical, tangible objects, which may be

difficult for some to comprehend. However, the modern generation of eSports fans has spent countless hours playing those games and studying those map layouts (eSports Mention, 2019).

1.3. Research Questions

Here, based on three research questions, it can be discussed which factors significantly impact eSports athletes. This process will influence the popularity of the traditional sport. Those three questions are:

1. What are the factors motivating people to engage in eSports?

2. What are the push and pull factors for athletes in traditional sport versus eSports?

3. What extent contextual factors might be influential on being engaged in eSports?

First, eSports do not require unique physical form from athletes, nor do they require specific climate conditions or expensive infrastructure. (Chikish et al., 2019) Thus, participation in eSports competitions is lower than in traditional sports and competing in different games is possible for the same athlete. Additionally, due to the novelty of eSports competitions, governments have not yet intervened in the development of national teams.

Secondly, for carrying out any actions, distinctive motives exist. Accordingly, eSports holds a few motives which captivate people's attention on themselves. "More specifically, three motives (i.e., competition, peer pressure, and skill-building for the actual playing of sport) had a statistically significant impact on the amount of time spent on eSports game playing" (Lee & Schoensted, n.d.).

The third research question refers to the contextual factors which have an essential effect. eSports have been highly popular in Asia for some time. The Asian eSports audience is almost more significant than that of Europe and America combined. (Bunch, 2019) The past few decades are characterized by a substantial increase in the

movement of people across borders. Results suggest that cultural diversity aids teams' performance, while language and experience diversity have an adverse effect. These findings imply that different kinds of diversity have different effects on team performance. (Parshakov, Coates, and Zavertiaeva 2018) Estimating the equations, the authors also look at men and women profiles separately. The results indicate that, apart from gender, variables like age, education, personal status (marital status plus composition of the household), and the size of the municipality have a significant (and not equivalent) effect in both equations and for both males and females. (Chikish et al., 2019)

2. LITERATURE REVIEW

2.1. Typology and History of eSports

eSports makes up a definition that creates competition and a winning prize pool to involve a remarkable number of players. It is considered like professional gaming within a professional environment meanwhile playing video games through competitions. The development of PCs (personal computers) and the evolution of the Internet through local area networks (LAN) technology changed the initial competition model from human versus machine to human versus human. All in all, the recent evolution of the eSports industry is opening a new era in the sports industry (Chikish, Y., Carreras, M., & Garci, J., 2019).

So, it is described "eSports" as a type of sport in which people use information and communication technology to learn and exercise their mental and physical abilities. Although this term encompasses both individual and team practices, the following sections will concentrate on the study of team disciplines. Individual disciplines appear to be more common in eastern culture. In contrast, team disciplines appear to be favoured by western eSports culture (Wagner, 2016). That is why eSports is much more successful than a traditional sport in eastern Asian countries because a significant part of eSports games claims individual working.

Since the beginning of the 1970s, eSports became a part of the global world and indicated an upward trend of popularity suitably. eSports is traced back to 1972 when 10,000 people competed in a Space Invaders tournament. In 1998, the legendary StarCraft 2 tournament on PC drew over 50 million online viewers, 17 million from Twitch (Gaming, 2018). Time by time, significant development and positive change were observed in this field because of the technological contributions. In recent years players have been already known as professional players as in traditional sport, quality of games and number of winning prizes increased considerably. Also, the number of fans and players rising constantly. The global eSports audience numbered 380.2 million in 2018 and grew up to 557 million by 2021 (Khromov et al., 2018).

There are several types of ESports tournaments available today, including:

- First-person shooter (FPS) events like Call of Duty, Apex Legends, and Halo.
- Multiplayer online battle arena (MOBA) events like League of Legends and Dota 2
- Fighter game events like Mortal Kombat and Super Smash Bros.
- Sports game events like Madden and NBA2K.
- Other events like card games and real-time strategies. (Pickell, 2019)

There are various eSports games, such as first-person shooter (FPS), multiple online battle arena (MOBA), war, real-time strategy, and sport video games. Having different genres could be considered a standard feature for both eSports and traditional sports. The most famous eSports games are StarCraft 2, Counter-Strike: Global Offensive, Defense of the Ancients (DOTA) 2, and League of Legends (LoL). (Jenny et al., 2018, p34)

Fantasy eSports allows participants to create their virtual team of eSports players participating in a specific event or a series of events, usually given a predetermined team salary cap. (Carreras, 2019, p.477) Additionally, it would also be worth

considering if further action needs to be taken to make professional eSports more open to women. (Rosell, 2017, p.464) eSports training optimizes human abilities for optimal success within a fixed software setting, rather than optimizing a software system to the user's needs and requirements. Teams who practice for eSports disciplines, on the other hand, should expect to improve their ability to make complex strategic decisions at a high pace (Wagner, 2006, p.437).

Teams of four to five players participate in multiple rounds over a fixed time (e.g., 1 hour and 45 minutes) when playing a specific video game (e.g., League of Legends). In these games, comprehensive rules and regulations specify tournament and match regulations and detailed guidelines about game and server settings—teams compete in a well-defined virtual world. In order to be competitive, players must follow the particular rules and layout of each video game. Without a doubt, eSports are coordinated with rules.

2.2. Economics, Management, and Marketing of eSports

eSports will be considered a new sport, with a complementary relationship to the traditional sports, which opens vast opportunities for all stakeholders in the sports industry. At the same time, research-based on eSports can contribute not only to relevant issues in sports economics but also in economics, in general. (Carreras, 2019, p.477)

eSports have emerged as a growing economic and business sector associated with leisure and competition, presenting indisputable features (certification) associated with the sport (Jonasson and Thiborg, 2010; Heere, 2018). Moreover, this degree of association would explain the synergies that traditional sports seek to create and deliver eSports products or monetizing assets in the eSports sector (Cunningham et al., 2018). From the economic point of view, considering the increasing amount of money prizes in eSports and considerable money circulation, it attracts several stakeholders, athletes, and market shares almost through the entire world; however, it always requires proper and direct control. For this reason, how traditional sport is

taught in universities under the name of sport management as education, eSports should be included as an essential part of that.

eSports provides the Sport Management academy with a set of problems and concerns directly relevant to the future management of sport while not necessarily sports in nature (Cunningham et al., 2018, p.1).

Marketing has a vital role in traditional sport because most clubs and athletes earn money via promotions. Besides, the reclama and advertisements seduce the spectators in order to be involved in different traditional sports. For these reasons, eSports tries to develop the marketing sector of itself.

Various empirical studies analyzed the differences and similarities between sports and eSports consumption (Lee and Schoenstedt, 2011 and Pizzo et al., 2018). The results show differences in the importance level by some of the consumers' motivations. However, eSports and sport can be considered very similar from a consumption motivation perspective. Chikish, Y., Carreras, M., & Garci, J. (2019) This supports the idea that sports marketing approaches help eSports management (Pizzo et al., 2018).

The worldwide eSports industry produced incomes of more than US$ 325 million worldwide in 2015, with projected incomes of US$ 465 million in 2017 (Pizzo et al., 2018). Moreover, eSports pulls in more than US$ 500 million in sponsorships yearly, including heavyweights Coca-Cola, Red Bull, Intel, and Nissan. (Jenny et al., 2018, p34) The expanding standardization and widening consumer and member markets of eSports has pulled in major corporate sponsors, like Microsoft, Samsung, and Red Bull. (Pizzo et al., 2018). Corporate supporters have bounced into the web-based publicizing industry. Because online games have become a typical limited-time scene wherein brands get rehashed openness to a devoted objective market. (Schoenstedt et al., 2011, p.39) First, the worldwide viewership and potential for income generation is available as the eSports business, starting in 2014, bragged a worldwide viewership of more than 71 million individuals. Another possible wellspring of income in

amateur sport, explicitly between inter-collegiate or Olympic games, could monetarily affect an association. (Jenny, Manning, Keiper, and Olrich, 2016, p.1) For instance, the 2016 League of Legends (LoL) World Championship—the most mainstream eSports competition—pulled in 21,000 live observers, was communicated by more than 23 substances in 18 languages and collected 47.7 million remarkable watchers with a pinnacle concurrent viewership of 14.7 million individuals (Jenny et al., 2018, p34).

2.3. Technology and eSports

How does interactivity make inspiration? By keeping the player drew in at each second. It makes each second (or nanosecond at times) of the game a test truly, mentally, as well as emotionally. Furthermore, it is this never-ending challenge – at the specific context and user-appropriate level – that keeps him/her going. Cortical thickness, a brain area associated with problem solving and multitasking, was increased in professional gamers. Furthermore, among pro-gamers, cortical thickness was positively associated with win percentage and performance. (Snavely, 2014)

What matters is that eSports is increasingly becoming a part of the sporting landscape. That eSports and its offshoots will continue to flourish as long as gaming technology advances (Cunningham et al., 2018). Game consoles and computers could connect players from various physical locations to play in a single virtual arena simultaneously, as long as they had internet access. Teams will typically interact using the game's built-in voice channel and a microphone. This procedure allows them to integrate tactical elements and even build tactics to maximize map space and gain an advantage over their opponents. (Snavely, 2014)

2.4. Motivational Factors

The main findings of regression analysis indicate that game playing seems to have a personal and social aspect. The basic features of a game positively impact an individual's involvement in eSports game playing. (Schoenstedt et al., 2011, p.43)

Three motivations (peer pressure, competition and skill-building for real sports playing) had a statistically substantial effect on playing eSports games. (Schoenstedt et al., 2011, p.39).

This new sport has already gained a reputation as a successful spectator sport—for example, Ongamenet and MBC Game in South Korea, GIGA Television in Germany, LEAGUE.TV in the United Kingdom and Game One in France have all started broadcasting eSports games regularly through regional network networks and national broadcasting organizations. (Schoenstedt et al., 2011, p.39)

Table 3. ***Regression Analysis of the Factors Impacting eSports Game Playing***

Independent Variables	*B*	*t*	*Sig.*
(Constant)			
Social interaction	-.331	-1.177	.24
Knowledge	.091	.280	.77
Fantasy	.228	.965	.33
Competition	.561	2.142	.03*
Entertainment	.010	.032	.97
Diversion	-.180	-.628	.53
Identification with Sport	.374	1.334	.18
Arousal	-.108	-.315	.75
Control	.036	.107	.91
Peer Pressure	.561	1.925	.05*
Skill	-.594	-2.200	.02*
To Pass Time	.282	1.031	.30
Permanence	.006	.016	.98
Design/Graphics	-.032	-.106	.91

Note. indicate significance at the .05 level.
* Indicates marginal significance.

Table 3: *Regression Analysis of the Factors Impacting eSports Game Playing.*
Source: Comparison of eSports and traditional sports consumption motives.

eSports can be consumed worldwide through streaming options on different platforms (e.g., twitch.tv or youtube.com). Moreover, eSports tournaments, which are often held in major arenas and stadiums, make thousands of eSports fans leave the

solely digital world of the internet and access eSports content in an entirely new atmosphere. (Florian, 2020, p.79)

The vast majority of eSports spectatorship takes place via online streaming content. It seems that eSports is still trying to find its place in society. Though organizations such as MLG have supported it, eSports would take more time to establish itself as a sport. (Jenny, Manning, Keiper, & Olrich, 2016, p.1)

Gender, sport, venue, and plenty of other influences related to budget, time, and personal preferences can impact fans' reasons to consume sport in person. Fans, understandably, can have several reasons for attending sporting events in person. (Jenny et al., 2018, p34)

Identifying spectator motivations is critical since these motivations are linked to behavioural consequences like game participation level. eSports fans may be looking for social reasons to get together, watch their favourite athletes and teams perform live, and be a part of an enjoyable atmosphere where they can see the best players in action, like traditional sports fans. Escapism, learning about the games being played, the novelty of new players and teams, and athlete aggressiveness predict eSports spectating frequency. The study did not differentiate across various eSports, instead of treating eSports spectating motivations as universal for all games and genres. (Pizzo et al., 2018)

All in all, we can consider that motivational factors are almost the same for spectators and athletes because motivational factors of spectators trigger them to be busy with eSports professionally.

To do so, an eSports player must have a broad range of skills and experience and game sense and (tactical and strategic) judgment. To act successfully to resolve the issue at hand or assist teammate in solving the game problem, athletes need to have these things. As a result, many people agree that cognitive aspects of skill development and success are needed to do well in eSports. (Jenny et al., 2018, p8)

Physical skill(s) must be available for a game to be considered a sport. The successful application of such physical abilities must have a significant effect on the task's completion. Similarly, when participating in eSports, effectively handheld controls usually require precise physical ability. To be a good player in eSports, it takes months, if not years, of practice. (Jenny et al., 2018, p9)

Demonstrating stability requires time. Institutionalization refers to an activity having a long history in which: (a) rules are developed and standardized; (b) learning of the game becomes formalized; (c) expertise develops; and (d) coaches, trainers, officials, and governing bodies emerge. Though eSports' success is undeniable, centralized organization and legislation are yet to be proven. Marketers and other stakeholders can find that learning about the eSports industry is the best solution (Jenny et al., 2018, p34). Being a stable institutional organization creates popularity, and eSports is still less popular than traditional sport, although it showed a noticeable upward trend in the last decade.

First, are the differences in athletes' physicality points out that eSports involve movements using small groups of muscles (fine motor skills). In contrast, traditional sports require the use of large groups of muscles (gross motor skills). They conclude that eSports does not require the level of physicality associated with standard definitions of sports. Second, sport is conceived as an area organized and regulated by institutions.

Thus, participation in eSports competitions is lower than in traditional sports and competing in different games is possible for the same athlete. Second, due to the novelty of eSports competitions, governments have not yet intervened in the development of national teams. (Carreras, 2019, p.477)

2.5. Contextual Factors

eSports events are held worldwide, with most of them taking place in big US cities, Western Europe, China, and South Korea. Many eSports stadiums were designed

with other professional sports or entertainment in mind. However, new venues have been built or built exclusively for eSports (Jenny et al., 2018, p34).

The opportunity for computer gaming to hit a degree comparable to conventional sports activities exists, as seen in South Korea; however, the success of eSports events in North America is only now starting to attract business stakeholders and interested academics (Snavely, 2014).

Cheating and intentional faults are other practices against fair play principles. Due to the digital character of the sport, the rules of the game are programmed in the code; this entails a question about whether cheating and intentional faults are possible. Cheating and faults are limited by the game's actual code, meaning that the players cannot perform movements that are not allowed because they are not programmed. For that reason, intentional faults are hard to find. However, some forms of cheating have already been in place -some off-the-game and some in-the-game. In these cases, the highest penalty applies, the ban of the gamer's account. (Rosell, 2017, p.464)

Summary of Literature Review

Generally, these five subchapters, Typology and History of eSports; Economics, Management, and Marketing of eSports; Technology and eSports; Motivational Factors; Contextual Factors, make up the theoretical part of the research. Typology and History of eSports are beneficial for learning the beginning of eSports and allocating game types through History. These five types, first-person shooter, a multiplayer online battle arena, fighter game events, sports game events, card games and real-time strategies, are famous ones, and a significant part of athletes are busy with them. This subchapter will appropriately structure the paper because getting aware of the History of eSports helps analyze the improvement track in the last decade. For example, at the beginning of the 1970s, eSports became a part of the global world and indicated an upward trend of popularity suitably. eSports is traced back to 1972 when 10,000 people competed in a Space Invaders tournament. In 1998, the legendary StarCraft 2 tournament on PC drew over 50 million online viewers, 17 million from Twitch (Gaming, 2018).

Economics, Management, and Marketing subchapter, also creates an opportunity to know the motivational factors in the importance of eSports and high level of money circulation. For instance, the worldwide eSports industry produced incomes of more than US$ 325 million worldwide in 2015, with projected incomes of US$ 465 million in 2017 (Pizzo et al., 2018). Furthermore, governing bodies already interfere with eSports, especially governments trying to control this sector. As an illustration, Belgian Electronic Sports Federation (BESF) mainly support and help tournament organizations and gamers by informing them about the laws and guidelines set by the Belgian Government (Thiborg, 2009). These show why the interest of people is getting more significant for being engaged in as eSports athlete.

Another subchapter, Technology and eSports, indicate the relationship between the two of them. As we live in the technology period, eSports by itself the product of Technology. People almost everywhere are busy with technological devices; thus, they are seduced to play video games. Additionally, Technology develops rapidly, and new gadgets emerge, which also improve the quality of eSports. For example, people before play offline whilst they play online and contact teammates over the specific game platforms with advanced headphones. Teams will typically interact using the game's built-in voice channel and a microphone (Snavely, 2014). This procedure allows them to integrate tactical elements and even build tactics to maximize map space and gain an advantage over their opponents (Snavely, 2014).

Motivational Factors are generally the core of this study and based on the literature review part. They form the research structure to make a comparison with case study and interview guides. Gender, sport, venue, and plenty of other influences related to budget, time, and personal preferences can impact fans' reasons to consume sport in person. Fans, understandably, can have several reasons for attending sporting events in person. (Jenny et al., 2018, p34)

Lastly, Contextual Factors are socialization processes in terms of continuously adapting to socially approved behaviour through model learning, instrumental conditioning, or the internalization of behavioural norms that have been suggested as

drivers of mean-level increases of adjustment across adulthood (Digman, 1997). For example, in South Korea, parents approach eSports from the professional side, whereas in Azerbaijan, they see this field only as entertainment, according to an interview (Azer Aghazada, 2021). Moreover, females attend in the USA, 17% less than in South Korea, 32 per cent (Statista, 2019). Contextual factors, such as gender imbalance, traditions, geographical location, socialization, income level, influence the motivational factors of eSports athletes.

Overall, the theoretical part creates and guides the structure of the paper and makes up an opportunity to see differences between the theory and practice in eSports while comparing to South Korea case study and interview guidelines.

3. METHODS

3.1. Research Instrument

This paper aims to analyze and compare the updated measures in an eSports theoretical and practical area both in Azerbaijan and internationally. The idea is to investigate whether and how motivational factors (push and pull factors) and contextual factors generally differ and whether and to what degree they are in line with theoretical implications from scientific studies found to reason for willing and trigger eSports athletes. The study uses a particular interview method (personal interview); three interviews were conducted. Over time interview questions are formed based on the literature review part, and some of them changed. Because questions are prepared based on the situation in Azerbaijan and perceived information from the theoretical chapter, these questions refer to motivational factors, contextual factors, money rewards, popularity and comparison with the traditional sport. Because of the Covid-19 outbreak, the number of international athletes has been reduced, and only one country federation has been included in interviews. Among

others, another interviewee experienced both in the organizational and gaming side of eSports will be involved.

As stated in the methodology section, athletes were chosen from the Azerbaijan eSports Federation and Uzbekistan eSports Federation.

Three interviews were held:

Expert 1, Masud Guluzada, current eSports athlete and ex-organizer in Gaming League Azerbaijan (GLA), the interview was online over the Zoom, lasted 20 minutes, 27 April 2021.

Expert 2, Azer Aghazada, current eSports athlete in Azerbaijan eSports Federation, the interview was face-to-face, lasted 35 minutes, 29 April 2021.

Expert 3, Kamal Abdulkadirov, current eSports athlete both in Azerbaijan and Uzbekistan eSports Federation, the interview was online over the Zoom, lasted 30 minutes, 1 May 2021.

3.2. Research Sample Selection

An interview was held with Masud Guluzada, the professional athlete of ASEF and ex-organizer in GLA, on 27th April over the Zoom because he is studying master's degree in the UK. The duration of the interview was 20 minutes, audio and video recording were used. The interview with Azer Aghazada, currently the eSports athlete in ASEF, was held online due to the Covid-19 pandemic. It lasted 35 minutes; the audio and video recording were used. As Asian countries progress rapidly in eSports, the last interview was held with Kamal Abdulkadirov, the eSports athlete from Uzbekistan eSports Federation. This interview lasted 30 minutes and happened online; the audio and video recording were operated because of the distance. I asked seven questions about motivational factors of eSports athletes, money rewards, popularity in Azerbaijan and the potential path for improvement of eSports from Azerbaijan to the international level. Three interviews were held with field experts for the qualitative study. The questions and responses are indicated in the Appendix. The study will involve paper-based theory and instruction from the official websites

of eSports federations and organizations, the International eSports Federation (IESF) and Azerbaijan eSports Federation (AESF), and scholarly journals, expert interviews, and available statistics will be held. It was arranged to involve athletes and organizers from Uzbekistan eSports Federation (UESF) and Gaming League Azerbaijan (GLA).

3.3. Case Study

This paper will include a case study of South Korea. The case study which given in this subchapter was taken from the book of *"Esports Laws of the World"* and the author of that book is Giulio Corragio. In the current situation, South Korea is one of the most three countries for eSports. While reading articles, websites, and interviews, I noticed that they have great importance and role in eSports. National laws, participation in eSports tournaments, selection of participants, contracting eSports players, technical requirements of eSports tournaments, sponsorship of eSports tournaments, selection of winners, sanctions against players, prizes of eSports tournaments, penalties for non–compliance, online vs offline eSports tournaments, and other local requirements were collected from eSports sector of South Korea. After evaluating all these factors, the South Korea model can be implanted over the developing eSports countries and Azerbaijan. For this case study, some sources are given in reference part and especially the book "eSports Laws of the World" became very helpful.

South Korea has special rules on eSports. Firstly, the extra-territoriality national laws are carried out for the business entities. For example, the language of the game must be in the Korean language. Payment must be available in Korean currency, Korean Wan; Korean users should be geo-blocked. There should be promotional activities for the Korean athletes; the games should have a Korean language website, and there should not be any particular limit for the Korean athletes and users. If one of these rules is disobeyed, the Korea Communications Commission ("KCC") can prohibit and ban athletes, users, even the games. eSports tournaments have special requirements in South Korea. As an illustration, eSports tournaments claim certification. So, whole eSports games must be graded based on the Game Rating and

Administration Committee (GRAC). For example, if there are uncertain factors to any tournament, such as a high entry fee or considerable prize amount, the contest should be rated 18+. Next, if any eSports tournament is supposed to be gambling, the GRAC can decline the tournament's status or enable the KCC to block the entrance for Korean users (e.g., online poker competitions with actual money). (Corragio, 2021)

On the other hand, South Korea does not have any special requests for sponsorships in eSports tournaments. However, if the eSports tournament system is such that entry fees are pooled together for a game of chance, and the pool is distributed to the winner(s), then it could be viewed as gambling and be prohibited. Generally, participants in eSports tournaments do pay an amount fee to participate in events. Whereas, if entry fees are collected jointly for a game of chance and that pool is allocated to the winner(s); thus it could be deemed gambling and deterred. Moreover, the selection of participants is specified according to the age rating for the matches in the eSports championship. For the contracting eSports players, there are no specific conditions for terms and conditions in eSports tournaments. Nonetheless, in South Korea, the Standardized Contract Regulation Act governs the measurement of bonding contracts, encompassing terms and conditions. Under this law, unilaterally acceptable requirements to the person instructing the bonding contract can be revoked.

There are no specific rules for selecting winners in eSports tournaments for the selection of winners and prizes. However, suppose a champion is not determined transparently and fairly based on the laws of the eSports tournament. In that case, the athletes can bring a lawsuit, such as a civil claim for damages, against the organizer. In addition, rewards should not make up gambling. Sanctions against players is another aspect. eSports event organizers can commit penalties based on the terms and conditions of the tournament.

Furthermore, the tournament organizers can categorize a criminal objection against athletes involved in corruption, match-fixing, or illegal gambling during eSports

tournaments as an interference with business by fraudulent means, fraud, and/or violating the National Sports Promotion Act. The tournament organizers may also claim the Korea eSports Association to permanently ban such athletes. The types of prizes that can be granted during eSports competitions are not limited in any way. If the reward is extremely high, the tournament may be considered an act that fosters speculation. Special restrictions may be imposed under the Act on Special Cases Concerning the Regulation and Punishment of Speculative Acts. The applicable regulations do not differ in any way. There are no specific local regulations in the area. In eSports events, there is no law or regulatory framework that specifies a timetable to assure compliance. (Corragio, 2021)

Translations Adhesion contracts must be drafted in Korean, according to the Standardized Contract Regulation Act. Violations of this condition, however, are not subject to any sanctions or penalties. The type of offence determines the severity of the punishment. It might range from a civil liability to criminal charges. The competent authorities may order corrective action, business suspension, business closure, license revocation, and other measures.

3.4. Steps of Collecting Literature Review

The paper has collected the theoretical part, and they are correctly organized in the literature review chapter. Initially, articles, books, websites, newspapers, journals are reviewed, and suitable ones were chosen for reading. The next step summarized the critical and appropriate parts of these sources. As a result, they were used for forming the structural order of the thesis. Those parts made up essential and helpful information for the study. Scholarly articles were used as secondary data retrieved from JSTOR, JSM, JSE, Azerbaijan State Academy of Physical Education and Sports library, and Google Scholar.

After reading and looking through theoretical parts, the suitable and logical parts were chosen to structure the paper's literature review. The inappropriate claims of those resources mentioned above were excluded, and the features which match and answer research questions were used for the study. For example, mainly information

for the motivational factors, contextual factors, and push and pull factors of eSports athletes was analyzed and collected through the academic resources. The logical reasoning behind all these contrasts them with the South Korea Case Study and findings of interviews that bring new insights to the study.

4. FINDINGS

First and foremost, interviews were mainly conducted based on the research questions of the study. So, they were analyzed following motivational factors, push and pull factors, and contextual aspects of eSports athletes. After collecting data from individual interviews, they were appropriately investigated and conducted into the findings chapter. Based on the literature review part, it was perceived that mostly motivational factors depend on the contextual factors, such as gender, the country's mentality, religion, age groups. That is why interviews with professional athletes contributed practical applications for the research. Because during their professional career, they noticed these two connected factors much more clearly. After assessing their opinions, data was identified and collected, information was determined into subchapter categories through the research, content and context of interviews were distinguished, validity and reliability were checked and analyzed to present results and relate them with the research questions.

4.1. Summary of Interviews

I conducted the first interview with Masud Guluzada, the organizer of FIFA tournaments in GLA and athlete of AESF for CS: GO. He fully involved in eSports when he was 14 and motivated by his friends; all of them engaged in eSports. He got an average of US$ 250 money reward from tournaments. Sometimes, Masud Guluzada spent 50-60 hours a week on training and games when there was a tournament. For the money investment, he spent US$ 1000 on hardware and monthly US$ 30 for the software. For the conditions, he mentioned that athletes should have

high-quality devices and fast-speed internet. He thinks eSports has good popularity among the youngster, whereas it is not popular as other traditional sports. For the increasing popularity, much more sponsors must be attracted based on Masud Guliyev's opinions. Lastly, he does not think that eSports will overcome traditional sport next 20 years.

The second interview was with Azer Aghazada, a professional DOTA athlete representing ASEF in international tournaments. He started to play video games when he was 11, and later, he became much more severe about eSports. Because he attended one competition and got third place, while he could not go to Los Angeles for the main tournament of DOTA when he was 14, afterwards, he attended the Red Bull tournaments and took second place, which moved him to South Korea in 2019. From this tournament, he got US$ 2000. For the hardware and software, he spent approximately US$ 2000. But time spending on training is generally 3.5 hours per day. However, when there is an official tournament, he wakes up at 4:00 PM and trains until midnight. Necessary conditions for Azerbaijan are the internet, devoting time, and significant money prizes based on the opinions of Azer Aghazada. Also, he expressed parents' approach to eSports is essential; most of them see this section only as entertainment. He said the popularity of eSports in contrast to traditional sport is not so high in Azerbaijan, while eSports can gain enough popularity through the country while conditions, as mentioned above, must be provided. For the increasing general involvement of this sector, the Ministry of Youth and Sports should not intend for eSports championships only; the whole of Azerbaijan should accept eSports as a professional sector. In the end, Azer Aghazada expressed eSports can reach the same level as the traditional sport next 20 years, but he does not believe that it will overcome traditional sport.

The last interview was held with an international athlete who is from Uzbekistan eSports Federation, Kamal Abdulkadirov. He is specialized in CS: GO. He started to play video games in his childhood when he was 10-11 years old. His motivation was a flight to the World eSports tournament when he was 16 and playing with friends

was another motivational factor for him. Kamal Abdulkadirov earned US$ 30-40k during his eSports career. He spends around US$ 1000 both on hardware and software every year.

On the other hand, investment in time training 5-6 hours per day, but when the tournament happens, this number increases, even he devotes a whole day for training. He said that there must be government interest, internal and external investors, and high-speed Internet to perform eSports on top-level. He thinks there is not enough popularity of eSports rather than traditional sport both in Azerbaijan and Uzbekistan. However, the rage can increase in years because 60-70 per cent of the World engaged in eSports. Public involvement can indicate an upward trend for both countries if they arrange many national and international tournaments for their professional eSports athletes. Due to Covid-19, people spent their most of time at home, which causes playing video games. Although this factor, he disagrees that eSports will surpass traditional sport. Maximum eSports can make up an equal number and amount with the popularity, the traditional sports audience next 20-25 years.

4.2. Push and Pull Motivational Factors

As motivational factors make up athletes' attraction in eSports, they are divided into two parts, push and pull factors. Generally, both attract athletes positively into this sector. Pull factors of the field draw people from others with attractive sides of the field, whilst push factors bring people to the field because of the opposing sides of others. More precisely, push factors are negative things that make people want to move to a new area, such as war; pull factors are positive aspects that attract people to move to a place, such as good employment opportunities. Another example, according to this basic framework, international migration results from an aggregate of reasons that influence or force a person to move from a country of origin (push factors) and reasons that attract a person to a particular address country (pull factors).

From the given table under the entrepreneurship sample, it is noteworthy that both constitute internal and external factors. This study reveals the push and pull

motivational factors of eSports athletes from the analysed methods and collected theoretical and practical data.

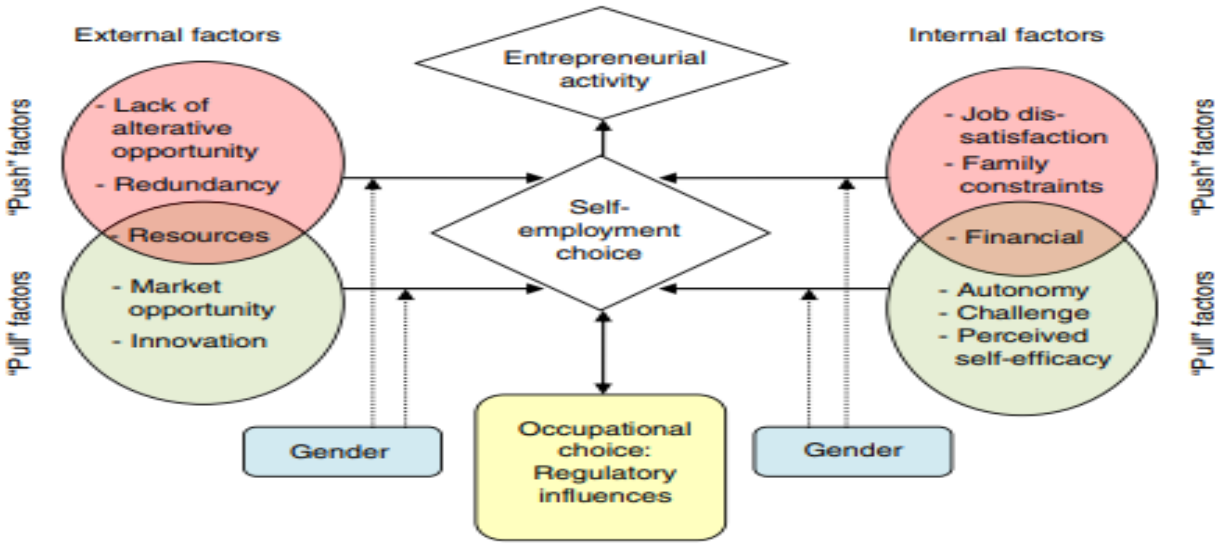

Table 4: *Push and Pull Factors*

Source: "Push" versus "pull" entrepreneurship: an ambiguous distinction

From the literature review part, it can be understood that money rewards are considered such an important pull factor. Money rewards, enthusiasm, great tournaments like Olympics, friendship relationships, being fame are pull factors of athletes in eSports. For instance, organized sport is seen as a practical socialization arena in which adults can positively influence children's social, physiological, and psychological growth. In Sweden, as in most other nations, organized athletics are subsidized by the government and adults who encourage children to participate in sports. (Guttmann, 1978)

Moreover, theoretical framework indicates that viewership and sponsorship contracts are another significant pull factor. For instance, eSports athletes want to be popular through the world, it can happen because of the viewership and audience. According to Wingfield, an estimated 70 million people watch eSports online as of 2014. The 2013 League of Legends championship had an online attendance of 8.5 million, compared to 7.2 million for the ITV transmission of the FA Cup Finals (Wigan vs Manchester City) the same year (McCutcheon et al., 2017). When you have considerable number of fans you are automatically going to be star and it makes you much more motivated. Another pull factor is famous tournaments. According to Forbes, incorporating eSports into the Olympics will help both sides. For their side, supporters of eSports would achieve popularity and attract a lot of money that traditional sport generates. With its careful procedures, the Olympics would get a new generation of viewers and this a huge priority for its corporate supporters (Schaffhauser, 2019).

Based on the literature review chapter it can be noticed that sponsorship is next pull motivational factor, because every field has sponsor, and they make life more colourful and generate much more income. Every month, popular brands join eSports. ESports is supported by brands from every industry, from fast food to sporting clothing. Nike's massive four-year contract with the League of Legends Pro League is an example of a company focusing on competitions and leagues. Specific players are the subject of other brands companies. Red Bull's long-term relationship with Ninja is a perfect example of how the company has taken advantage of its great audience. (Almughrabi et al., 2021)

On the other hand, interviews show that Covid-19, technology, less physical work, other jobs, dress code, fixed shift are push motivational factors. Based on conducted interviews the study reveals that Covid-19 caused too much involvement of eSports last year. “Last year, people spent most of their time at home due to Covid-19, and it increased eSports engagers.” (Kamal Abdulkadirov, 2021) In addition, dress code and fixed job pushes people to eSports, thus it is not required in this sector. Most of the

people are convenient when the organize their life according to their favorable lifestyle. Furthermore, eSports does not require too much physical work and it is much more accessible than traditional sport for everyone.

Although traditional sports only require ample open space and some facilities, eSports require cutting-edge hardware to get the whole experience. You may argue that eSports has a higher participation barrier than traditional sports. At the same time, there is a case to be made that, although the new technology is required for a top-of-the-line experience. Because many players play on low-end or mid-range devices, all that is required is a simple understanding of the rules to enjoy the game regardless of the console they are using. It could be even more applicable to athletes who, due to disabilities, are unable to participate in professional sports. In that way, eSports may be thought of as providing an even easier entrance barrier to enjoy. That also ensures that the next dominant team could reach anywhere globally; it is a fair competition. (ESports Mention, 2019)

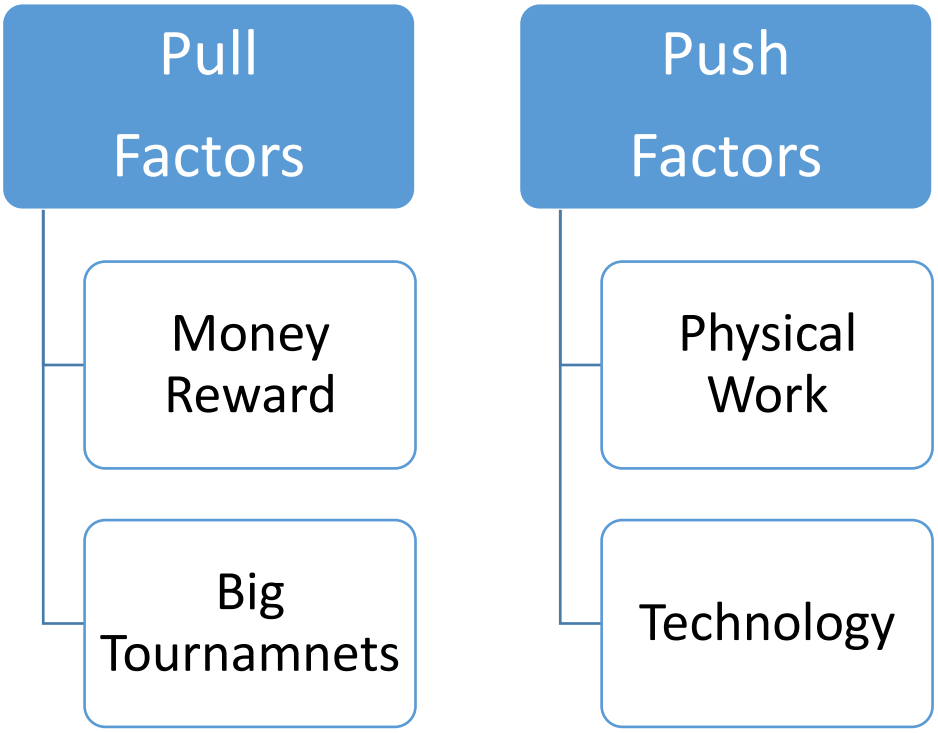

Table 5: *Push and Pull Factors of eSports athletes.*

Source: Created by author of the paper

4.3. eSports as a real sport

While interviews and literature review part were anlayzed the results of them refer the eSports as a real sport. As an illustration, since it is debated eSports ought to be called an actual sport, it must have some similarities the same as a traditional sport because these similarities can raise the position of eSports equal to traditional sport. Firstly, the financial side makes up one of the most critical aspects. "For eSports, 2018 was a record year in both the number of investments and investment dollars. Over US$ 4.5B was invested into the industry in 2018 alone" (Colaco, Ashton, Seck, Murray & Christoefl, 2019). Meanwhile, professional athletes mainly obtain a high salary in a traditional sport; in recent years, eSports players also usually keep contract with their clubs which often cover a high number of wages. For example, the highest wage belonged to Kuro Takhosami in 2018, which was US$ 3,626,277.75. Next, from the Kamal Abdulkadirov's interview it can be accompanied how eSports must be approached as a real sport. "The government should be interested in eSports, and for example, they need to find five good athletes and send them to developed eSports countries for training and improvement." (Kamal Abdulkadirov, 2021)

Meanwhile, Lionel Messi earned an US$ 80 million salary and winnings together, according to "El Mundo" newspaper, as the highest-paid athlete in a traditional sport (thecaptainslogcnu, 2020). In addition, many famous companies, such as Samsung, Red Bull, and Cloud9, are carrying out sponsorship right for eSports clubs. Competition is another vital side of real sport. Thus it can be accompanied by how eSports involves great competition since most of the players join tournaments for fame, money, and interest. "Competition is important to include in the definition because the foundation of the eSports industry is centred on competition. Through the defining characteristic of competition, justification is made that eSports are genuine sports and the participants are genuine athletes, not just players of a game" (Olrich, 2016). Tactics are the subsequent correspondence of eSports and traditional sport. Considering the consequence of tactics during the game, famous tactics, such as, Playing the Meta, Dragon Under the Ice, Ghost with a Mask, Dangling Live Bait, The

Obfuscating Hyena, constitute vital position for eSports. "Moreover, sport-related video games have been suggested to be used in physical education for their potential benefits of cognitive-skills training, increasing sports knowledge (i.e., regarding player positions, field layout, tactics, and strategies, etc.), acquiring the language of sports, and enhancing teamwork in multi-player games" (Hayes & Silberman, 2007; Jenny & Schary, 2014). These remarkable similarities already display the potential of eSports in an absolute sports standard. Even though eSports companies do not make a profit, they generate revenue through a range of sources. According to a survey by Newzoo, eSports revenue is increasing at a rapid pace, with 2019 was the first year that surpassed US$1 billion in global revenue.

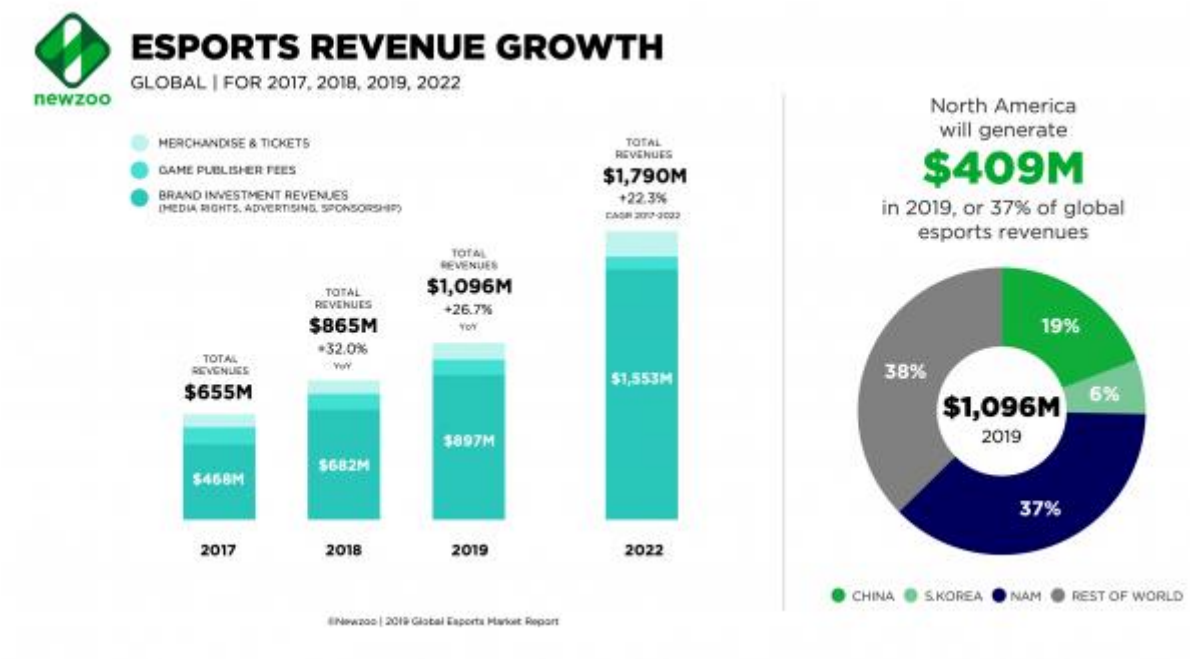

Table 6: *eSports Revenue Growth*

Source: Newzoo

All of these developments are boosting the eSports industry's success and improving bottom lines through this field. (Almughrabi et al., 2021)

The final event bonus pool for Epic Games' latest popular game, Fortnite's World Cup, was US$ 30 million. Though not quite as large as The International's overall

bonus pool, the Fortnite World Cup has the highest single-player payout of all time. The champion of the Solo Finals' first prize received US$ 3 million.

At eSports tournaments, real money is on the table. There is a lot of it. This has gained much traction in the game, attracting even more audiences. Competitive video gaming is a multibillion-dollar marketplace that offers advertisers innovative ways to attract and connect with audiences worldwide. According to our first estimate on eSports and gaming sales, eSports ad revenues in the United States will reach US$ 200 million by next year. eSports are competitive gaming tournaments between professional players and teams, according to our definition. This year, digital marketing sales from eSports in the United States would increase by 25% to US$178.1 million. Advertising, sponsorships, merchandising, media rights, and ticket sales to live events are among the many income sources associated with eSports. (Editors, 2019).

eSports has the following differences from Traditional sport:

1. The core audience is niche.

2. There are no referees.

3. The rules change.

4. The games are more complex.

5. The games change.

6. There are many, many, many leagues.

7. It is global.

8. Viewership is less dedicated.

9. Advertising and sponsorship is harder.

10. eSports teams are structured differently than sports teams. (Foil, 2017)

5. DISCUSSION AND CONCLUSION

5.1. Answers to Research Questions

1. What are the factors motivating people to engage in eSports?

As mentioned in literature review part, technology, money circulation, popular tournaments, a lot of different types are basic motivational factors of engaging in eSports. That is why all following information and theoretical parts answering as a proof to the first research question given above. For instance, Kit McConnell, Sports Director at IOC, commented: "We are excited Intel is bringing the Intel World Open eSports tournament to Japan in the lead up to the Olympic Games Tokyo 2020. As we explore the engagement between eSports and the Olympic Movement, we are looking forward to learning from this event and continuing to engage with the passionate eSports community from around the world." (Martinello, 2019) Taking into consideration this situation, the importance of eSports is expressed once again. Because traditional sport types were always the basics of Olympics during history, whereas it looks like eSports can be a rival and danger for them. From another point, to get capacity, to be a part of the Olympic Games in a short time in contrast to some other traditional sport types, such as cricket, karate is the next significant aspect of eSports.

On the other hand, anti-doping is used for traditional sport for a fair result. "Faker" Sang-hyeok's interview claiming he practices 12 to 15 hours a day, while one article from Business Insider stated that two former League of Legends players for Team Liquid—both Korean—would practice for similar 12 to 14 hour stretches, in spite their colleagues train for only eight hours. On the one hand, professional eSports players train approximately 10-12 hours per day. Understandably, they prepare for

main championships; on the other hand, being busy with video games cause mostly mental tiredness (Lee & Schoensted, 2019). For this reason, some athletes are involved in using some substances to keep their cognition at a high level. For example, Kory Friesen, Counter-Strike: Global Offensive player, confessed he and his teammates used "Adderall" to stay alert. Electronic Sports League (ESL) was aware of these actions and began to implement doping control over the players. For instance, UK player "K1NDEADLY" was banned from eSports from 2016 until 2018 because of using drugs. (Hamstead, 2020) As a result, it can be accompanied by ESL fulfil some sanctions to prevent some substances that cause doping. Although this is negative aspect this case show the intensity and importance of the eSports in the recent years.

In recent years eSports is launching a new period for the sports industry. eSports will be known as a modern sport, with an interdependent connection to traditional sports, which creates excellent chances for all stakeholders.

People are getting much lazier every day and joining eSports while staying at home is acknowledged as a pull factor. It is essential that because of the technological nature of numerous services through which eSports is consumed, numerous concurrent social groups and on-screen characters can exist together in one space, each perhaps performing a particular activity. (Hamari & Sjöblom, 2016)

Researching contextual factors makes up necessary consequences and clarifies correlations in different conditions. For example, residents of post-Soviet and post-planned economies are more likely to participate in eSports. As for eSports-specific factors, many Internet users in the country increase participation in tournaments but do not affect the amount of money won. (Chikish et al., 2019)

2. What are the push and pull factors for athletes in traditional sport versus eSports?

As given in the push and pull factors subchapter academic resources express the vitality of these two groups of factors. As we know eSports earns much more

reputation day by day since technology improves and to be engaged in technological devices. This process negatively affects traditional sport. Meanwhile, people are willing to spend their time indoors compared to outdoor activities. Furthermore, IOC still is not reluctant to accept eSports as a part of itself because testing of eSports before Tokyo 2020 will be successful. Since Olympic Games involve many spectators' base, eSports would gain much more popularity than the current situation if it can get a right to be a part of the Olympic Games. Because this event is always organized in different parts of the world, it causes sports propaganda throughout the world, especially in a host country. As an illustration, Generation Z can be inspired by the athletes according to their performance and presenting their nation. At the same time, children often acknowledge athletes and sports players as their role model. This means it is possible to accompany a considerable number of eSports players in the future. Considering money as one of the main aspects of human life, most people try to create their careers based on highly profitable areas. Some traditional sport types, such as football and basketball, own a massive salary for athletes. (Prize money / results / history / statistics, 2021) Table 7 shows the salaries of the eSports athletes and it is not coincidence that eastern Asian countries domain on the list. Because as detailed information given in South Korea Case Study these geography countries take attention much more deeply rather than other geographical areas. That is why their players are much more successful and get higher salary.

1.	Beizhai	Shu, Zhiqi	$78,210.00	26.	Arcitys	Alec Sanderson	$30,000.00
2.	Broncho	Zhiwei, Zeng	$78,210.00	27.	Cellium	McArthur Jovel	$30,000.00
3.	General	Run, Ma	$78,210.00	28.	Simp	Christopher Lehr	$30,000.00
4.	Ming	Chen, Haoming	$78,210.00	29.	Ax1Le	Sergey Rykhtorov	$23,000.00
5.	Z9	Chen, Zixuan	$78,210.00	30.	HObbit	Abay Khasenov	$23,000.00
6.	Bance	Ben Bance	$50,000.00	31.	interz	Timofey Yakushin	$23,000.00
7.	Cammy	Cameron McKilligan	$50,000.00	32.	nafany	Vladislav Gorshkov	$23,000.00
8.	CleanX	Tobias Jønsson	$50,000.00	33.	sh1ro	Dmitry Sokolov	$23,000.00
9.	Insight	Jamie Craven	$50,000.00	34.	Blaber	Robert Huang	$20,000.00
10.	cadiaN	Casper Møller	$43,250.00	35.	C6	Ian Porter	$20,000.00
11.	refrezh	Ismail Ali	$43,250.00	36.	Fudge	Ibrahim Allami	$20,000.00
12.	sjuush	Rasmus Beck	$43,250.00	37.	Huke	Cuyler Garland	$20,000.00
13.	stavn	Martin Lund	$43,250.00	38.	iLLeY	Indervir Dhaliwal	$20,000.00
14.	TeSeS	Rene Madsen	$43,250.00	39.	PerkZ	Luka Perković	$20,000.00
15.	BeryL	Cho, Geon Hee	$35,600.00	40.	Shotzzy	Anthony Cuevas-Castro	$20,000.00
16.	Canyon	Kim, Geon Bu	$35,600.00	41.	Vulcan	Philippe Laflamme	$20,000.00
17.	Ghost	Jang, Yong Jun	$35,600.00	42.	Zven	Jesper Svenningsen	$20,000.00
18.	Khan	Kim, Dong Ha	$35,600.00	43.	77H	Xu, Zhouhang	$19,322.40
19.	ShowMaker	Heo, Su	$35,600.00	44.	98k	Su, Aolin	$19,322.40
20.	coolboy	Zeng, Ronghua	$34,657.80	45.	ShuZhan	Shu, Zhan	$19,322.40
21.	Jimmy	Xu, Yinjun	$34,657.80	46.	XiaoZhi	Chen, Zhiqiang	$19,322.40
22.	King	Lin, Yien	$34,657.80	47.	XingChen	Xiao, Xuxin	$19,322.40
23.	Order	Ceng, Zehai	$34,657.80	48.	Armut	İrfan Berk Tükek	$19,041.60
24.	paraboy	Zhu, Bojun	$34,657.80	49.	Carzzy	Matyáš Orság	$19,041.60
25.	aBeZy	Tyler Pharris	$30,000.00	50.	Elyoya	Javier Prades	$19,041.60

Table 7: *eSports athletes' salaries list*

Source: eSports World Federation 2020

For this reason, big companies like Nike, Adidas, and the Fly Emirates are eager to make sponsorship football or basketball teams. Whilst eSports tournament money prizes and wages in this field, sponsorship amount shows a remarkable upward trend in the last decade. "It is clear that this emerging market segment produces billions of dollars and contributes economically to the growth of the sports industry as a whole" (Lee & Schoensted, n.d.). For example, the prize in 2010 was US$3 million, though this amount indicated a significant rise until 2017 and reached US$ 121million. On the one hand, to reach the same financial level with National Basketball Association, UEFA Champions League looks accessible in a short time because of this upward trend, on the other hand, it is not appropriate to compare eSports and traditional sport according to the financial situation, if the former one makes up approximately 20-fold less salary amount in contrast to the latter one.

Moreover, training is basic of sport, as we know, and traditional sports players train on average 3 hours per day, although eSports players train roughly closely just over 8 hours per day. During eSports training, athletes are getting tired mostly mentally despite using some drugs and substances to keep their brain fresh and surge cognition. To protect fairness, anti-doping control over players are carried out. To my mind, some nations apply WADA in these cases; however, it can be better to create separate "eSports WADA". Although, it is debated that creating a different agency needs extra budget and additional exceptional employees.

On a global scale, eSports is either recognized or embraced as a sport. Still, in over 60 countries worldwide, especially in Asia, eSports have gained acceptance by being financially supported by the government.

3. What extent contextual factors might be influential on being engaged in eSports?

Contextual factors are other influential factors in the life of athletes. Nevertheless, after overviewing academic resources and collecting data from the personal interviews mostly given examples for the research come from South Korea. That is why this country conditions and eSports general involvement there were chosen as a case study and analyzed and allocated along the whole paper. Contextual factors such as, gender rate in eSports even indicate much more differentiation in South Korea in contrast to other countries based on Table 8.

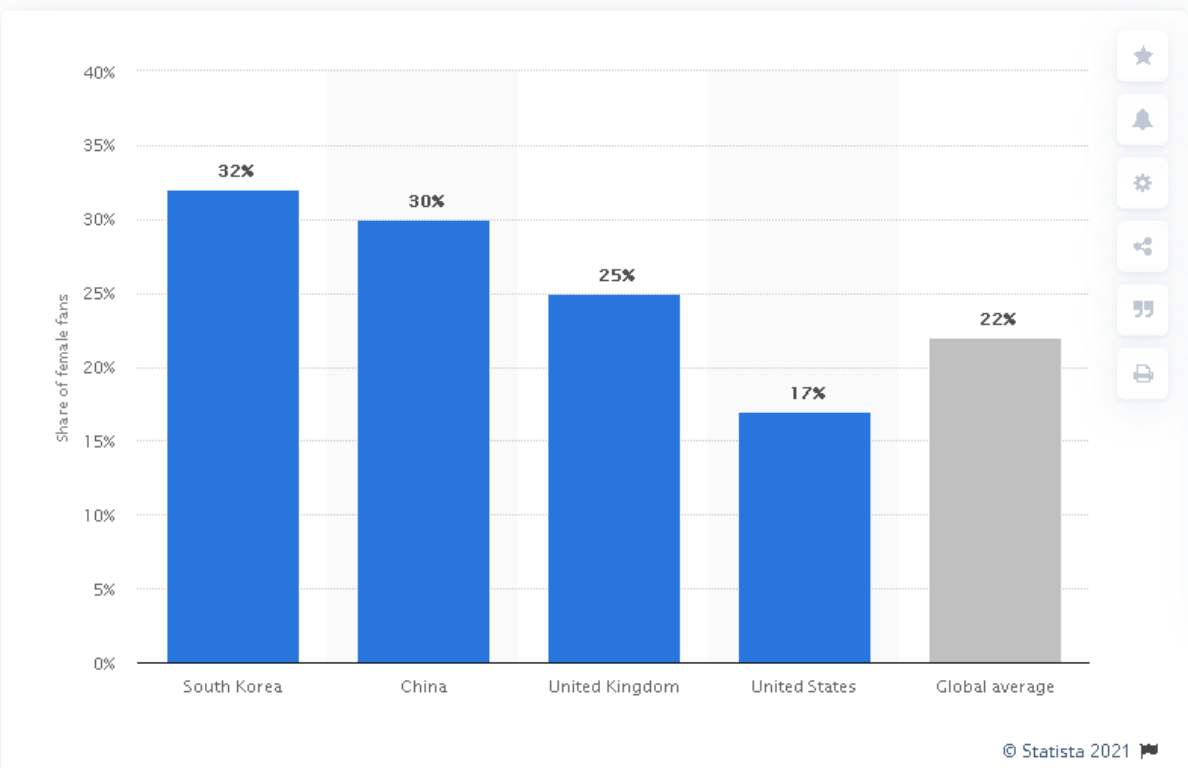

Table 8: *Share of Female eSports fans worldwide in 2019, by country.*

Source: Statista 2021

LAN competitions are held at both a national and international level by eSports organizations such as World Cyber Games (WCG), Electronic Sports World Cup (ESWC), and Electronic Sports League (ESL), in collaboration with companies in the eSports industry. The best eSports athletes make money, and some can even make a living off it. Besides, at a LAN event held in Sweden in June 2008, the total prize money was 200 thousand Swedish crowns (€2000). The financial opportunities available in eSports make it worthwhile for players to devote hours to practising and playing to improve. (Guttmann, 1978)

A young person's delayed sleep onset may be due to many causes. Most of the leading factors in our research tended to be that the workout routines of eSports players displaced their sleep opportunities. With extended training hours stretching from early afternoon to late at night, the Korean players offered the best evidence for this. The end time of these athletes' workout routines has a significant impact on how late they go to bed.

Cross-Cultural issues associated with sleep in eSports athletes are, also, contextual factors and sample given below is answer to last research question.

Despite the small sample size, the significant variations between eSports competitors in South Korea, Australia, and the United States are consistent with previous research. According to the current study findings, young people from Asian countries (particularly South Korea) get less sleep and have slower sleep timing than their peers from Western cultures. It is worth noting that, as opposed to normative results, eSports athletes' sleep onset was significantly later (midsleep 05:15 vs 08:30;). Although young people in the United States often get less sleep than their counterparts in Australia, this was not the case for eSports athletes. Early school start hours are typical for the shorter sleep period found in North American teenagers. Since these eSports players did not attend training, their sleep was not interrupted.

Furthermore, chronotype does not continue to improve in its pacing until it reaches the age of 20. Since the eSports athletes in our study were marginally older (22 years) than their Australian and South Korean counterparts (19 years), one consideration leading to their earlier sleep mid-point may be their age. (Lee et al., 2021)

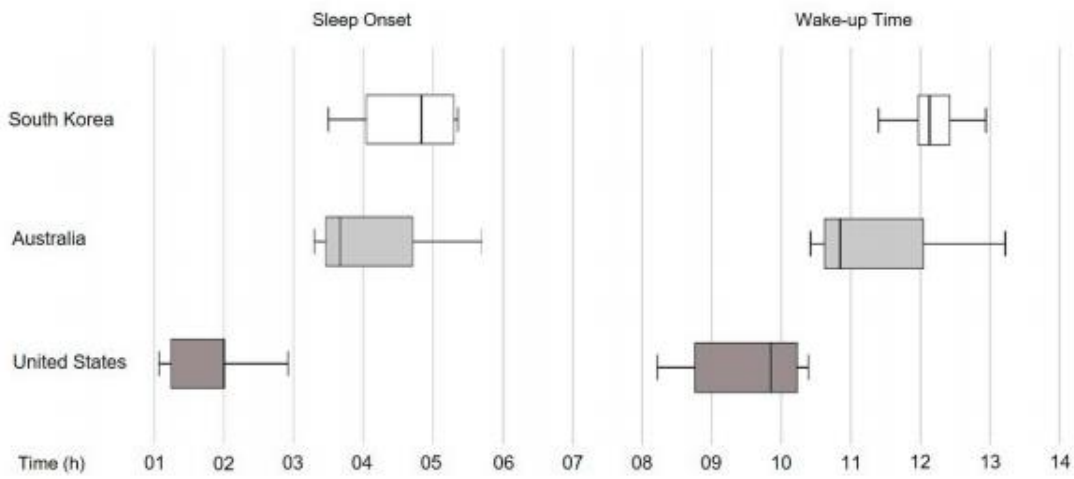

Table 9: *Differences in sleep onset and wake-up times*

Source: Sleep characteristics and mood of professional eSports athletes: A multi-national study.

5.2. Reflections on Practical Application

The thesis includes three interviews with eSports athletes to obtain practical information on eSports' motivational factors based on athletes' ordinary life. Discussions accompany that there are several reasons for eSports athletes being engaged in this field professionally. The first reason is technological period and devices; so, the generation of the last 30 years primarily busy with playing computer and mobile phone games, going to internet clubs. Let us compare this lifestyle to Generation X and partly Generation Y. It is noticeable that before childhood period mainly occurs in the streets with child mates to play some games, such as football, hopscotch, and blind man’s bluff. Nevertheless, nowadays the children and teenagers congregate in internet clubs to play video games or even stay at home to play these video games over the online platforms. According to interviewees answers, the second reason is earning money. They all mentioned that eSports generates bigger money circulation time-by-time, and they want to get a high amount of money rewards and salaries. Interviewee Azer Aghazadeh said, "Since the beginning of my eSports career, I have earned roughly US$ 10000 altogether." The following reason is international tournaments and adding friendship relationships for being an eSports athlete. Because when they travel through contests, athletes meet with new people and increase their friendship pool. This means eSports make them much more socialized.

On the other hand, interviewees mentioned opposing sides of eSports both in Azerbaijan and generally. It is no coincidence that all three of them expressed that Azerbaijan makes up less interest by government, investors, and sponsors. Moreover, another critical problem is internet speed because professional eSports from other countries perform better than Azerbaijani athletes. At the same time, they have four-five-time higher speed internet than the internet speed in Azerbaijan. Lastly, other conditions, as an illustration, arenas, broadcasting channels, eSports organizations are not developed yet. For example, Masud Guluzada mentioned that "And very

importantly, you need to have excellent internet. Also, we need more eSports arenas, which I believe are increasing, especially in Baku."

5.3. Contributions to the Development of Research on eSports

Although eSports have not been considered a real sport yet, eSports deserve to be taken into consideration because of its increased reputation, nomination for Olympics, financial size, and the amount of time and energy players put in it. First, with more and more people getting engaged with eSports, it no longer is a niche area where technology enthusiasts are interested; however, the ultimate platform for the younger generation to compete and have fun together. The involvement of many people leaves no room for doubt that eSports is a real sport. Second, the nomination of eSports for the Olympics, while sports like wrestling and karate getting out of the Olympics, is another sign as it is a real sport. Third, professional eSports players put as much time, energy and preparation as professional athletes in traditional sports. The similarities between eSports and traditional sports players strengthen the idea that it should be considered a real sport. In conclusion, eSports should be considered a real sport because it has an excellent reputation among young people. It is nominated as a candidate for the Olympic Games, and the considerable amount of time and energy players put into it.

The research is expected to contribute to ongoing studies on eSports and traditional sports. This research can help market analyzers obtain more insights about this subject and companies interested in advertising their business in these areas. Next, this paper will provide much more obvious information for the future of Sport. Nowadays, the new generation struggles to shape themselves as people who lead the wrong direction in their advanced careers. Additionally, during research, it was difficult to find sources for this topic. Because of this, this paper would be beneficial for subsequent researchers in the eSports area. At the same time, this research can trigger new studies as eSports faculties in universities.

To sum up, these motivational factors, such as big tournaments (Olympics), big prize pools and money rewards, technological period, will bring much more popularity and importance to eSports. The number of athletes in eSports will show rapid progress. On the other hand, contextual factors from countries like Japan, South Korea, and the US will be another aspect for spreading eSports through the entire world. Based on the research, I think that eSports will overcome traditional Sport over nearly 40 years.

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APPENDIX

Interview Questions

1. When did you started to be involved with esports and why? (inquire on age, level of initial involvement, motivators)
2. Please share your eSport experience since them. (inquire on event participation, rewards earned, organizational involvement, etc.)
3. How much money (on software and hardware) and time (on trainings) do you invest in eSport per week/month/year? Is there a difference throughout a year? (due to competitions)
4. Please explain the necessary conditions to perform esports on top level (for yourself; within the settings of Azerbaijan).
5. Do you think eSport has sufficiently enough popularity in Azerbaijan compared to traditional sport (e.g., football, wrestling)?
6. Which conditions are necessary to increase general involvement in eSport in Azerbaijan in the future? (Out of the conditions, what is most important?)
7. Do you think eSport will overcome traditional sport in the next 20 years? Please explain WHY, or WHY not!

Appendix 1 (Masud Guluzada)

Q1 When did you started to be involved with eSports and why? (inquire on age, level of initial involvement, motivators)

I started involved in eSports when I was 11 or 12. I was studying in school. So, some of my friends were playing video games, and I know it took a serious time. I thought this is just for fun. Like we can play with guys, and that is all. So, the time passed like

a year or two, I started playing it seriously, and I saw some tournaments. But back then, it was not that popular. Like it is right now. So, the reason why I started to play I want to play games. When you are a kid, you like games, so that is why I have played them for many years. I participated in some tournaments. In my first amateur tournament, I took third place. Moreover, others in this field told me you would have a gold future if you continue like this. Furthermore, it might have weighted me a lot to continue to play this game.

Q2 Please share your eSports experience since them. (inquire on event participation, rewards earned, organizational involvement, etc.)

My most memorable tournament was in 2010, and this was the DOTA tournament when I was only 14. The main event was held in Los Angeles. I was playing games and attended qualifications nobody knew me, and nobody thought that I played well. But my team and I did well, although we lost a little couple of rounds. That is why we could not fly to LA. So, we took third place, but for me, it was like something like a big achievement because then I had been playing for four months. Afterward, I started to play Dota seriously and changed the discipline of playing style.

There are, also, The Red Bull championships which are very famous. I took first place in 2018, and I took second place in 2019. Later we passed qualifications, and we had a flight to the capital of South Korea, Seoul, because of the tournament. We took first place there. Additionally, I can tell that countries like South Korea want to improve eSports about the involvement in some organizations. That is why they make some investments. They gathered players to like to create some arrangements. But countries like Azerbaijan have not improved yet on their level, especially for organizational involvement.

Since the beginning of my eSports career, I have earned roughly US$ 10000 altogether. For example, as a reward, I got US$ 2000 from that Red Bull tournament while athletes in South Korea earn millions of US dollars from these types of

tournaments. One of the main reasons for this gap-related difference refers to mentality. They have a life that you can build for being a professional eSports player. But here, parents never treat eSports as professional, something serious that you can sit to play; they do not take it seriously, that is why there is a problem with most people. You have some talented players in our country, and they can be top professionals in a couple of years, but parents say, forget about the gaming you go to study. So, this is more about mentality. That is why we are behind countries like South Korea.

Q3 How much money (on software and hardware) and time (on trainings) do you invest in eSports per week/month/year? Is there a difference throughout a year? (due to competitions)

I bought a PC once, which cost me US$ 1500, but I spent around US$ 400 on the mouse, keyboard, headphones for the devices. On the other hand, I started to play when I was a kid, and I played like six or seven hours a day. Because I had nothing to do, there was only school and gaming. But when it comes to the point when I just started studying university, I stopped playing for a while. It was not three or four months, but I had a break constantly. I was not playing how I spent six or seven hours a day. Later these breaks balanced my life, and now my average hours for games and training approximately 3.5 hours a day. However, when there are tournaments, you do not have some scheduled time for yourself. You can wake up at 4:00 PM and play till like 4:00 AM, and it goes to sleep and wake up and play a game. There is no strict schedule for lifestyle. Sometimes you must wake up at 10; you must play some five or six games. Then at that evening you must like to climb the bars, practice, and stop. And sometimes it is more like a job, five days preparation and two days off.

Q4 Please explain the necessary conditions to perform eSports on top level (for yourself; within the settings of Azerbaijan).

Firstly, for eSports, there must be good internet. Unfortunately, our country does not provide a high level of the internet for each part of the country, and players encounter ping problems in the games. While other countries have this advantage, and we are behind them. Additionally, players should start engaging in eSports at an early age, 13-14, and devote several hours a day. You have to practice, play ten hours a day, sometimes forget studying and sometimes even forget life itself. Generally, it would be best if you sacrificed your life for being at the top level. Next, there should be great money prizes which Azerbaijan does not have. Lastly, eSports need to be treated as a job. Parents understand its importance, as well. That is why athletes should explain to their parents that they may gain the money out of it. So, they will not push you for other things.

Q5, do you think eSports has sufficiently enough popularity in Azerbaijan compared to traditional sport (e.g., football, wrestling)?

I think it is not even close to that level because we have some organizations right now for that sake, as a Gaming League Azerbaijan, and they tried to try to make some sense. But I think there should be more years, more money, investment, smaller organizations. I am curious, seeing that it takes time, but right now, no, it is not close. I do not know the statistics, how many people watch eSports, but I am sure it is not more than 200 or 300 people, maybe thousands, not so much. For the increasing popularity of eSports, there should be more tournaments and bigger prize pools. So, more investments, more organizations or contests, more eSports teams, and significantly separated budget by the side of Federation. Our local athletes and teams are much more willing to go to other countries like Russia, China, and Sweden because these conditions are provided appropriately in these countries; thus, eSports gains higher popularity.

Q6 Which conditions are necessary to increase general involvement in eSports in Azerbaijan in the future? (Out of the conditions, what is most important?)

There should be a significant achievement like in traditional sport. For instance, Football Club Karabagh presented our country in UEFA Champions League in 2017, which brought big motivation. Children had been more eager to be football players, and parents became more active to put their children in football academies. Suppose Azerbaijan has an athlete or team which gets a lot of money and fame through the country and world. In that case, it can have considerable influence over people's minds, increasing the general involvement of eSports. The second there must be organizations to pay a reasonable salary that motivates you to play, so you can like spend your life, spend your time to improve yourself. Moreover, the Ministry of Youth and Sports should not intend for eSports tournaments only; all the country must recognize eSports as a real sport.

Q7, do you think eSports will overcome traditional sport in the next 20 years? Please explain WHY, or WHY not!

I have thought about it for five or six years. But as I see the traditional sport, it is not staying in one place, and it is improving. In 20 years, eSports will not pass the traditional sport, but maybe it will be at the same level. There can be an equal number of investments, big venues, tournaments, and sponsors. Yes, I think eSports can reach the same level as the traditional sport in 20 years. For example, most people would think, why would I spend my investments in football when I can do it in eSports, and it will bring me more money, so it is all about money. However, in 40, 50 years, new technological things can change the entire world completely.

Appendix 2 (Azer Aghazada)

Q1; When did you started to be involved with eSports and why? (inquire on age, level of initial involvement, motivators)

I started playing video games in my childhood; I was young, maybe five, six years old. Because my elder brother had the computer, and that is how I got involved in video games. However, at the age of 14, I was fully involved in playing eSports, and I started playing semi-professional games, especially Counter-Strike: Global Offensive (CS: GO). We had a semi-professional team, so I would say I was semi-professional. And we attended some semi-professional CS: GO tournaments. I was motivated because all my friends were playing at that time.

Q2; Please share your eSports experience since them. (Inquire on event participation, rewards earned, organizational involvement, etc.)

I had a brief career of eSports experience from the age of 15 till 17; after that, I mainly played for fun. I won some rewards from Azerbaijan eSports Federation, including a license for other international tournaments. As a player, I participated in three-four tournaments of CS: GO, which the Azerbaijan eSports Federation organized. Then I was also involved in FIFA, which local PlayStation clubs mainly organized. I got some rewards. For example, I remember in 2014, our CS: GO team got fourth place. I do not exactly remember what we got as a price, but we had many prices given by the eSports Federation. However, when I attended FIFA tournaments once, I got US$ 200 for second place. I remember once got first place, too, and the money reward was nearly US$ 300. But after these tournaments, I decided for involvement in eSports' organizational part, and I became an event organizer because I was working for the company gaming as a pleasure. Now I mainly deal with FIFA 20 and 21 games both as an athlete and organizer.

Q3; How much money (on software and hardware) and time (on trainings) do you invest in eSports per week/month/year? Is there a difference throughout a year? (due to competitions)

I can say it as weekly and then monthly. When I used to play CS: GO, I remember that I had weekly hundred hours of gaming which makes up approximately 400 hours a month. For money investment, I can say on hardware I remember I spent around

US$ 1000 when buying myself a gaming PC in 2014 just for getting the hardware. But for you constantly make some payments, I would say monthly, I spend US$ 30 for the software. It includes games, gaming arenas, subscriptions, and so on.

On the other hand, when I used to play professionally, I was spending a minimum of 50-60 hours of weekly training, especially before big tournaments. For instance, during casual times when there is no tournament, we were chilling and playing with friends casually. We were not super focused, but just before the tournaments. As I say, two, three weeks before the tournament, we were spending too much time practicing on undoing some practice. I would say that there is a big difference between when there is no tournament, and there is a tournament. So, three times difference for spending time.

Q4; Please explain the necessary conditions to perform eSports on top level (for yourself; within the settings of Azerbaijan).

Firstly, you need to have the hardware. You cannot simply play these sports professionals on the top level with a laptop that does not support the games you want to play. You need to have the most current video card to play eSports at the top level. And the second point, which is a big problem in Azerbaijan, is the internet problem. We need a good internet connection, even better than the standards, because the servers of games are located far from Azerbaijan. It would be best if you have a good fiber connection. For example, at home, I have a hundred megabytes per hour. However, I do not believe that that is that satisfactory for playing eSports at the top level. It will help if you have a much better internet connection since most servers are in Europe, in the US. That is why connecting the service from Azerbaijan is a bit difficult sometimes. Just for the conclusion, playing eSports at the top level, you need to have a good computer, either an outstanding and appropriate laptop or personal computer. And very importantly, you need to have excellent internet. Also, we need more eSports arenas, which I believe are increasing, especially in Baku.

Q5; Do you think eSports has sufficiently enough popularity in Azerbaijan compared to traditional sport (e.g., football, wrestling)?

I think eSports has enough popularity among youngsters, but I do not think we can compare it to traditional sport. eSports need more time to be fully evolved in our culture. For example, if you compare football and wrestling to eSports, I would not say that we have enough popularity. But in general, considering the facts kind of like comparing our country with different countries, eSports is one of the most popular sports in Azerbaijan, so I can give an example of PubG. In 2018, 2019, It was one of the most popular video games, and almost everyone played PubG mobile. Azerbaijan is one of the countries that have an interest in eSports.

Nevertheless, at the top level, we do not have enough professional eSports players. It might be due to some factors such as we do not have a good internet connection. Some people do not consider eSports a professional thing to do, but mostly to have fun and play for interests. However, in recent years, so in the last 2020, I worked for the Gaming League Azerbaijan (GLA). I noticed players who would only want to be professional eSports players. I think that it is good that we start to produce some professional eSports players.

Q6; Which conditions are necessary to increase general involvement in eSports in Azerbaijan in the future? (Out of the conditions, what is most important?)

Globalization will eventually increase the general involvement in Azerbaijan. I think it already does. Moreover, we need more sponsors to attract people to play video games. Furthermore, more sports arenas can increase general involvement. For example, most of the population cannot afford hardware or software to compete. Moreover, increasing such eSports arenas will help eSports compete with other sports, for instance, football or wrestling.

Q7; Do you think eSports will overcome traditional sport in the next 20 years? Please explain WHY, or WHY not!

No, I do not think that it will. eSports will gain enough popularity. Twenty years and will overcome in popularity some other traditional sports. However, considering that traditional sports such as football are massively popular than eSports in western countries. It would not be correct to expect eSports to overcome traditional sports popularity.

Appendix 3 (Kamal Abdulkadirov)

Q1; When did you started to be involved with eSports and why? (inquire on age, level of initial involvement, motivators)

It is all coming from childhood, in the age of 10-11 I always liked to play computer games and PlayStation then I bought my first PC in 2005-06. Later, I started to play in Internet clubs, and I, with my friends, began to compete with other districts over video games. And I like these types of competitions, which made me more motivated and because your brain is always working like a machine and perceive adaptation to these video games. But from another point, I can say these video games seduce me emotionally.

For example, I had a flight to the World eSports championship when I was 16, and I was very happy to play there with my teammates. Although we lost the tournament, I told my friends I need to go forward, and I want to be a master in this field. During the next tournaments I got friendship relationships from Ukraine, Russia, Kazakhstan, Indonesia. These all are motivational factors in eSports.

Q2; Please share your eSport experience since them. (Inquire on event participation, rewards earned, organizational involvement, etc.)

It is hard to calculate precisely I was playing too much. And we played games every day without any reward. If I do not make a mistake, until now, I was on seven world tournaments, three CIS tournaments, two Middle East tournaments, and I earn more than US$ 30-40k.

However, I always play like I never search the money for in this game. I always played for being a more experienced player because I wanted to improve myself and reach a master level in eSports. I never praised for money, and I always want to win, train. I love this game. That is why if you are going to go to eSports to earn money, your priority should not be money rewards because you will waste time. You need to love the games with your soul.

Q3; How much money (on software and hardware) and time (on trainings) do you invest in eSports per week/month/year? Is there a difference throughout a year? (due to competitions)

I spend about US$ 1000 on hardware and software in a year. For example, just for the mouth, I spent around US$ 600, and I changed the keyboard too many times. That is why I spent for keyboards approximately US$ 1000 in the last decade.

On the other hand, if you play for yourself, you do not need to spend money. However, if you want to go to the highest league in the world, you should subscribe to some websites monthly. It is around five US dollars a month. Furthermore, when you want to make a good practice or training, you should buy some slots in the service. Furthermore, you need to invest money on the Internet or buy monthly Internet only for video games, and it is roughly seven US dollars. I spend nearly US $25 on the software.

Investment in training depends on the person, you know. I know some people who rarely train, but some guy's train about 10 hours every day. Also, you need to know what you want to improve. Athletes train for shooting, moving fingers, and speed of their actions. These all claim different amount of time spending. As an information, I train 5-6 hours per day, but when there is a tournament, this amount increase, even I train full day sometimes.

Q4; Please explain the necessary conditions to perform eSports on top level (for yourself; within the settings of Uzbekistan).

Firstly, there should be government interest. Government should find people whose initial focus would not want to earn money; they must have eager to eSports.

Secondly, eSports need internal and external investors willing to invest in this sector both in Azerbaijan and Uzbekistan. Last and most importantly, internet speed must be at a high level almost in each part of the country. Because athletes in Uzbekistan and Azerbaijan compete with rivals from developed countries, such as Japan, South Korea, Russia, and the USA, they have four- or five-times better internet speed than our countries.

Q5; Do you think eSports has sufficiently enough popularity in Azerbaijan or Uzbekistan compared to traditional sport (e.g., football, wrestling)?

In Azerbaijan and Uzbekistan, not so popular, but time can change everything. I think both sports are on the same level because 60 or 70 per cent of the world is engaged in eSports. For example, too many people playing video games in Uzbekistan, and it has noticeable fame. However, when you compare these two countries, I noticed 25-30 teams register for local CS: GO tournaments while around 400 teams register for this tournament in Uzbekistan. To my mind, each country in the world must increase the popularity of eSports, especially Azerbaijan.

Q6; Which conditions are necessary to increase general involvement in eSports in Azerbaijan or Uzbekistan in the future? (Out of the conditions, what is most important?)

We need to work on many things, especially investment because each sport requires money investment. The government should be interested in eSports, and for example, they need to find five good athletes and send them to developed eSports countries for training and improvement. On the other hand, advanced teams must have sponsors and investors for attending international and national tournaments. Lastly, mentality must be changed; people must approach eSports from the severe side because many people, mainly adults, accept it just as fun and time-wasting.

Q7; Do you think eSports will overcome traditional sport in the next 20 years? Please explain WHY, or WHY not!

Maybe it can overcome because it is popular and most people in the world got internet and computers. Because of spending time, motivated people, technological conditions, eSports can overcome traditional sport. Last year, people spent most of their time at home due to Covid-19, and it increased eSports engagers. We do not know what will happen next 20 year. Unexpected cases always occur in the world. In my opinion, at least eSports will be at the same level as traditional sports' popularity, money circulation and audience for the next 20-25 years.