

## Abstract

Title: The Orderly Development Of E-sport Livestreaming Industry

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With the progress of social civilization and continuous improvement of industrial structure, sports are becoming more and more popular in people's daily life, and the sports industry also plays an increasing proportion in the whole national economy. A new type of competitive sports emerged and is different from the previous sports, that is, electronic sports. As a competitive event, electronic sports not only have its economic significance, but also have as much certain ornamental as other sports.

In 2014, webcast platform Twitch was acquired by Internet giant Amazon for \$970 million, and made people realize the economic prospects of live e-sport industry. However, the development of the electronic sports in the subsequent two years was flooded with a lot of negative news, such as vulgar content, ranking data fraud etc. At the same time, the public generally confound e-sport with online games, and hold a negative attitude towards e-sport. The main purpose and significance of this thesis is to describe why electronic sports is equivalent to sports rather than online games, then review the current problems in e-sport industry, and find the role of live e-sport in e-sport industry chain by case analysis (Twitch), questionnaires and other methods, at the end of this paper, recommendations are put forward on foreground

direction, community culture construction, youth growth and so on and eventually help live e-sport industry develop healthily and stably.

**Key words: Sports, E-sports, Livestreaming, Twitch**