



WHAT IS ESPORTS?

Esports is a form of competition where gamers compete with each other in both team or individual environments. With an estimated global viewership of over 474¹ million, Esports now reaches an audience larger than that of Major League Baseball and is continuously growing. Esports superstars and teams compete in tournaments around the world for cash prizes, with prize pools reaching as high as \$40.2² million dollars.

BENEFITS OF ESPORTS FOR STUDENTS & SCHOOLS

Esports provide students with an opportunity to find community and represent their school, which encourages academic excellence. Early research finds that students who compete in high school activities do better when it comes to grades and testing³.

Beyond academics, Esports offers students a broad range of hands-on opportunities in the business of sports and in building an Esports team. Taking their classroom experiences and implementing them firsthand helps students develop essential skills and opens them to a broad range of career opportunities in a rapidly growing \$300⁴ billion industry. From the actual players on the team to the technical staff at tournaments, Esports engages students to grow collaboratively—all in an environment and activity they are excited to participate in.



SKILLS STUDENTS CAN GAIN:

- Collaboration with cross-functional teams
- Creative Thinking
- Problem-Solving
- Communication
- Leadership

POTENTIAL CAREER PATHS:

- Strategist: Theory Crafters, Coaches, Analysts
- Entrepreneur: Marketing, Corporate Sponsorship and Business Developers
- Content Creator: Journalist, Software Developers and Streamers

ASUS & ROG COMMITMENT TO ESPORTS

At ASUS, we celebrate the vision, talent, and drive to succeed shown by Esports athletes. As fellow gamers, we share their passion for the amazing growth and continued potential of the esports industry. We deliver essential Esports hardware through our ROG and TUF Gaming lines of PCs and DIY PC components so we understand the challenges that schools and students face as they implement Esports programs. ASUS is your partner for success in this exciting, always-evolving industry.

Contact our ASUS Esports Gaming Specialist via email at Gaming@asus.com

Source: ¹<https://www.statista.com/statistics/1109956/global-esports-audience/>

²<https://www.statista.com/statistics/517940/leading-esports-tournaments-worldwide-by-prize-pool/>

³<https://www.nfhs.org/articles/the-case-for-high-school-activities/#:~:text=Students%20who%20compete%20in%20high,educational%20expectations%20beyond%20high%20school.>

⁴[https://earthweb.com/how-much-is-the-gaming-industry-worth/#:~:text=7\)%20Sources,Key%20Gaming%20Industry%20Statistics%202022,worth%20more%20than%20%24300%20Billion.](https://earthweb.com/how-much-is-the-gaming-industry-worth/#:~:text=7)%20Sources,Key%20Gaming%20Industry%20Statistics%202022,worth%20more%20than%20%24300%20Billion.)