



## ***Understanding esports in the UK***

**The potential economic and social contributions of electronic sports (“esports”) and live streaming.**

**Date:** Wednesday 8<sup>th</sup> June **Time:** 9am – 5pm.

**Where:** Urban Coterie, 17<sup>th</sup> Floor, 151-157 City Road, London- EC1V1JH

This workshop will stimulate discussion into the economic and social potential of electronic sports (“esports”) and live streaming (the broadcasting of live computer gameplay) in the United Kingdom. While other countries have thriving esports and streaming communities that produce substantial and growing economic and social benefits, the UK has only begun to build a significant capacity in the past few years. The growth is partly a result of the construction of the UK’s first dedicated esports broadcasting studio, and the world’s leading streaming company *Gfinity* opening an office in London. At this exciting moment there is the potential to launch fruitful and long-term collaborative targets and research to understand the potential of this burgeoning industry, and to produce scholarly and policy outputs exploring this emerging field and the benefits it can bring the UK. The seminar will bring together gamers, esports players, industry members and policy makers as well as researchers to begin working together to grow the future challenges of the creative industries, computing, skills development and education in the digital economy.

The structure of the day is as follows:

9:00 – 10:00	Registration and coffee
10:00 – 10:15	Welcome and Introduction: Dr Anita Greenhill & Dr Jessica Symons launch of esports in the UK White paper.
10:15 – 10.45	<b>Keynote speaker: Dominic Sacco- British esports association (Understanding esports in the UK)</b>
10.45- 11.15	<b>Keynote speaker: Jędrzej Czarnota- Trilateral Research (Privacy, ethics, data protection of esports and Gaming in the UK)</b>
11.15-11.45	<b>Keynote speaker: Vin Sumner- Clicks and Links (Gamification and its serious application)</b>
11.45-12.30	Group Discussion (suggested topics) <ul style="list-style-type: none"> <li>1. esports and computer gaming industry development in the UK</li> <li>2. Gamification - exploitation or opportunity?</li> <li>3. Gaming education, skills and development</li> </ul>
12:30 – 1:30	Lunch
1:30 – 14.00	<b>Keynote speaker : Kieran Holmes-Darby – exceleports (the life cycle of a UK esports organisation)</b>
14.00-3.30	Breakout groups to identify collaborations and further activity (Led by Dr Jessica Symons) <ul style="list-style-type: none"> <li>1. Planning and growing esports sector</li> <li>2. Sports and esports</li> <li>3. E-sports and online skills</li> </ul>
4.30-5.00	Wrap-up and next plans Dr Anita Greenhill & Rob Houghton
5.00pm	Drinks and socializing

The workshop sessions in the morning and afternoon are intended to provide the opportunity to discuss key issues related to esports and streaming. We will break into four groups (we will be flexible with these grouping based on interest and best fit for the day) to discuss the all the emergent topics in more detail:

**To register for the event** or for further information

Please email [a.greenhill@manchester.ac.uk](mailto:a.greenhill@manchester.ac.uk) with your name, organisation, any special dietary requirements and contact information. Limited spaces available. For catering purposes registration required by the 6/06/17

Getting to the venue: <http://urbancoterie.co.uk/the-venue/>

**LOCATION:**

Urban Coterie,  
17<sup>th</sup> Floor, 151-157 City Road,  
London- EC1V1JH  
nearest tube station is Old Street

A collaborative initiative of:

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