

State of Gaming

Gaming In the 80's



Gaming now



Gaming Industry



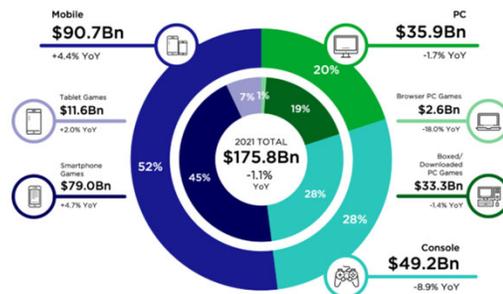
The Gaming Industry generated close to \$180 billion in revenue in 2021. With projected revenues exceeding \$200 billion by 2023.

By comparison - the combine revenue of the top 11 professional sports leagues is \$56 billion



2021 Global Games Market

Per Device & Segment With Year-on-Year Growth Rates

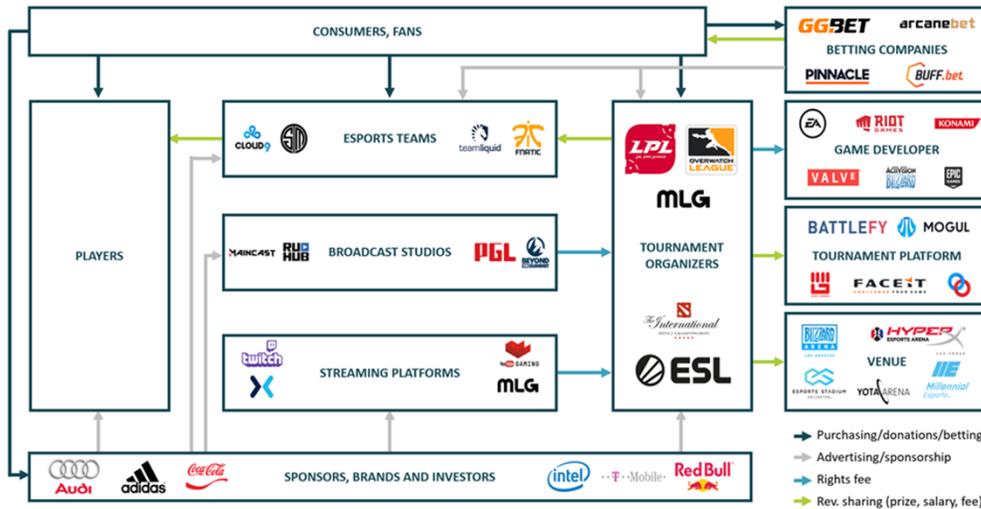


\$90.7Bn

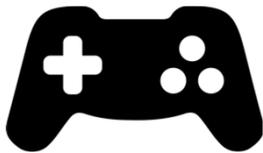
Mobile game revenues in 2021 will account for 52% of the global market

Source: ©Newzoo | Global Games Market Report | April 2021
newzoo.com/globalgamesreport

Gaming Ecosystem



Gaming Industry in Canada



- Canadian revenue from the gaming industry has also grown every year
- 2019 - \$3.6 billion, 15% increase from 2017
- currently there are over 690 active video game companies in Canada employing over 48,000 full time position with an average annual salary of \$77,300

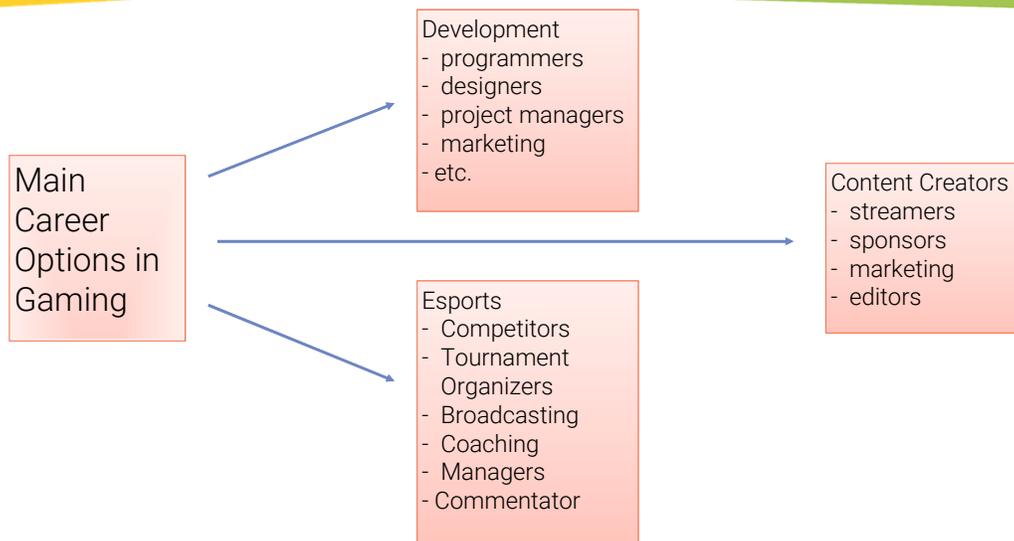
Gaming Industry in BC and Lower Mainland



- BC represents 17% of the game development studios and overall over 5900 employees directly connected with the video game industry.
- BC is home to over 170 game development studios
- Vancouver specifically is home to offices of some of the largest game developers in the world - EA, Take Two, Nintendo, Microsoft

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Careers in the Gaming Industry



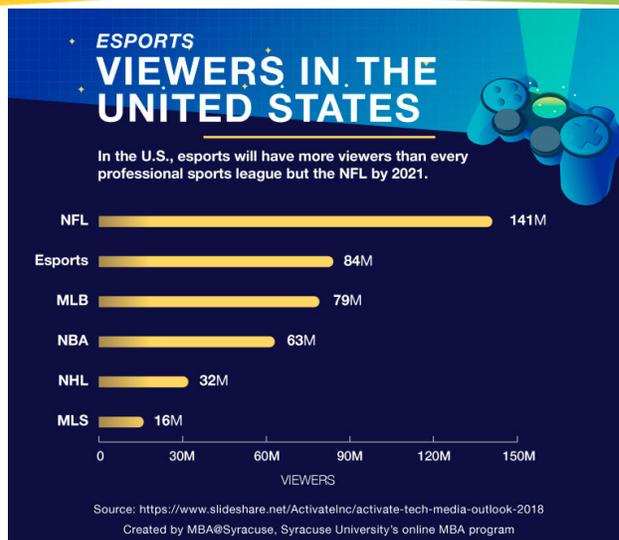
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What is Esports?

Esports is organized, competitive video gaming. As a form of sporting competition, its scale ranges from neighbourhood pick-up games and tournaments to professional leagues culminating in high-production-value finals played in stadiums packed with tens of thousands of fans, and watched by millions more.



Esports Viewership



ESPORTS in BC



- Similar to esports in a larger context, acceptance of esports in BC has been growing, numerous grassroots esports communities have been developing throughout BC
- There are now 30-40 companies whose primary service/product is related to esports - tournament organizers
- in 2018 Vancouver hosted one of the largest Esports championships ever - The International - over 6 days at Roger's Arena - with over \$25 million in prizes awarded.
- Vancouver is also home to the Vancouver Titans - a professional esports team own by Canucks Sports

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Gaming Content Creation



- Content Creation is the largest source of revenue for most professional gamers.
- Gamers stream content on the platforms like Twitch, YouTube and Facebook.
- Streamers like Tyler "Ninja" Blevins career earning top \$100 million from Adidas, Red Bull, Uber Eats, and more.



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Who are gamers?



- 2.5 billion active gamers around the world (projected to cross 3 billion by 2023 - 350 million Fortnite players alone)
- In Canada over 23 million Canadians played a video in the past 4 weeks. - 1.5 million of these gamers watch esports at least once this past month.
- female gamers in Canada is on the rise - in 2018 50% of gamers were female
- 71% of parents played video games with their children in 2018 - increase from 68% in 2016
- 26.5% of gamers identify as gay, lesbian, bisexual, pansexual or asexual

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Diversity

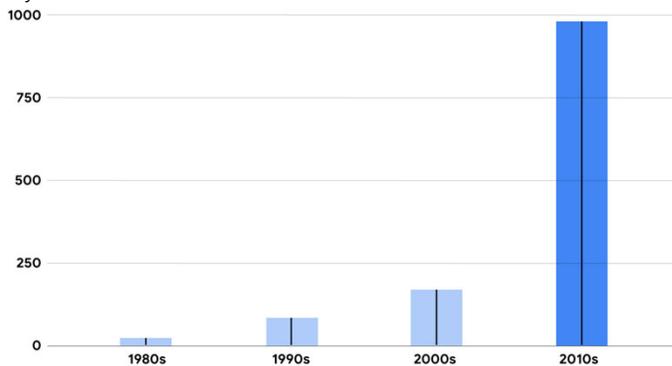
- Diversity and inclusion is an area of growth for the gaming industry and for esports
- High level esports is still mostly dominated by males although events are not exclusive
 - There are now over 100 female esports advocacy organizations (Women in Games Ambassador Program)
- in the area of content creation and streaming, some of the most successful streamers are female – such as Pokemane who has over 7.5 million followers on Twitch and close to 6 million followers on Instagram.

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Diversity



Documented number of video games containing LGBTQ+
By decade



Within the games there is a greater emphasis for representation.

- LGBTQ2+ representation in many AAA titles
- Last of Us 2 – gamers played from the point of view of an LGBTQ+ character – Winner of a GLAAD Media Award for its accurate and positive portrayals of LGBTQ+ characters to life.

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Accessibility



Accessibility is also becoming a prominent topic for the gaming community.

- Both economically and physically
- Growth of Free-to-play games
- Greatest advances in accessibility for gamers with disabilities
 - Xbox accessibility controller
 - Color blindness
 - In game sign language interpreters

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Mental & Physical Health



The effects of video game on player mental health as gained a deal of attention recently

- some studies coming out about the social and community benefits to gaming (depression, anxiety and others)
- in 2018 the WHO recognized “gaming disorder”

Increase attention is now being placed onto player health and well-being

- esports teams and school are now looking their esports players just like traditional athletes (Diet, physical training, rehabilitation, mental well-being)

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Business and Gaming Entrepreneurship Lab

PROPOSED LAUNCH DATE SEPTEMBER 2022

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Overall Esports/Gaming Strategy



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Goal



To provide students with the business education and practical knowledge require to succeed not only within the Gaming Community but in any business environment they may pursuit. Striving to become an industry leader for bridging the education and industry.

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Education Rationale



The North Vancouver School District has developed a robust specialty academy program, offering students a wide range of enriching educational experiences. The Gaming and Business Entrepreneurship Lab would further the school district's position as a leader in offering educational programs aimed at preparing students for future lifestyles and careers.

Through the Gaming and Business Entrepreneurship Lab students will be able to gain first hand business knowledge and experience to engage in the growing esports and gaming industry in BC and around the world, directly connected to two of the School District Priorities (Modernizing Curriculum and Career Development.) Although taught through a gaming lens, the business knowledge, skills and experience students gain will be transferable to any industry they wish to pursue later in life.

Education Rationale



Following the findings and recommendation of the BC Esports Skill Development Program conducted by the Vancouver Economic Commission, there is a need for the creation of a "talent-development model that maps esports careers and the skills required." Our goal is to provide students with the knowledge and experience to achieve the following in a gaming, and esports perspective:



Program Summary



- Location - Handsworth Secondary
- Teacher - John Vatougios
- Start Date: September 2022
- Grade levels 10-12
- within a semester system - 2 blocks every other day
- within a linear system - 3 blocks every other day
- including physical and mental health education

Grade 10	Grade 11	Grade 12
Career Life Education 10 *	Marketing and Promotion 11 *	Career Life Connection 12 *
Entrepreneurship and Marketing 10 *	Digital Communication 11	E-Commerce 12
Computer Studies 10	Computer Information Systems 11	Entrepreneurship 12
Media Design 10	Media Design 11	Work Experience 12
Web Development 10	Work Experience 11	Computer Information Systems 12
		Digital Media Development 12
* = required		

Partnership



Volcanic Media Group.



Volcanic Media Group is an experience designer, esports strategy builder, and innovator.

Volcanic is a community-builder, currently growing as an organization to include community safety, regulation, and resource tools into its future; essential aspects of building a strong and safe scholastic esports environment.

Volcanic Media was the first group in Canada to award a highschool esports scholarship in 2019. Later, Volcanic's President and Founder, Shawn Caldera was selected as the Vancouver Economic Commission's Esports Coordinator, helping to spearhead Canada's first federally funded esports research.

The Gaming Stadium



The Gaming Stadium is first of its kind esports Stadium in Canada, located in Richmond BC. TGS partners with Fortune 500 brands, schools, and tournament organizers to build out their esports community via tournaments, broadcast production and events. TGS is currently working with some of the biggest brands in the world, including Red Bull, HyperX, Pepsi, Shaw Cable, Telcel, and Ubisoft to expand their reach into the esports 18 to 34 year-old audience.

As a leader in esports, TGS has organized over 500 events, with over 50000 players participating in TGS events

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- Onsite consulting & guidance regarding esports-centric and tech related areas
- Onsite technical support & collaboration
- Curriculum development and deployment support
- Research & marketing support
- Learning hardware & tool provisions such as laptops, accessories, and peripherals
- Networking infrastructure provisions for flexibility in classroom environment
- Weekly instruction and engagement throughout the program length
- Assignment and evaluation creation
- Facilitation with career development programs and services to support student post-program
- Partner and sponsor acquisition and engagement for program
- Industry network and collegiate pathway creation

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Logistics and Additional Partners



Through our partnership with Volcanic and TSG we have been able to secure a number of additional partners that have not only lowered the initial infrastructural cost but also greatly connect students to industry professionals.

Each of these partners will be supplying the academy with part of our infrastructure needs:

Lenovo - Will be supplying the academy with Gaming level laptops. These laptops will remain at the school, and can be use for other esports/gaming needs for the host school. However, these laptops cannot be used by other courses due to networking concerns.

Shaw - One of our concerns was bandwidth and stress on the school network. Shaw will be supplying the academy with 5G cellular hubs, exclusively for the use of the academy

HyperX - As a leader in gaming peripherals, HyperX will be providing the academy with peripherals

Linus Media Group - Linus Media group is a full service production company base out of Surry, BC with decades of media and content creation experience. Linus Media Group will be assisting the Academy as a content and mentorship partner.

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Finances



The yearly cost of the program is \$1750 for the full program - \$175 monthly in the linear calendar

Volcanic and TGS will be absorbing the capital cost of getting the academy up and running. SD44 will be responsible for providing the space (a standard classroom) and a teacher who will deliver the curricular content through a gaming/esport lens.

Breakdown of student cost:

Maintenance (\$400), per student,

- \$135 going towards hardware provider's premium care and onsite service
- \$165 for TGS side repairs and part replacements (TGS-procured, like user-upgradeable parts like HDD, SSD, etc)
- \$100 Networking support and setup (TGS-procured, for issues like networking problems, troubleshooting etc)

Service provider (\$1350), per student

- \$700 for instructor salary (may be supplemented)
- \$400 for organizational overheads (such as honorariums for bringing in industry experts to speak, etc)
- \$250 for admin, taxes, boring costs

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Thank You



Questions and comments.