

TOPIC 4 – Gaming and E-sports / Emerging Sports Campuses at High Performance Centres

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Mr Park Joon-hyung James

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Born and raised in an ordinary Korean family, I realized the value of sports while attending middle school in L.A. As I participated in various sports activities in the U.S., I gradually became interested in the sports industry.

At 'FC Pohang Steelers', I experienced the elite sports ecosystem and various international competitions, and at 'K-LEAGUE', as a league management organization, I experienced the sports ecosystem and marketing in a slightly bigger picture.

After leaving the top football administrative organization in Korea, I chose E-sports. After working at a game company and agency, now I work to make E-sports recognized as a mainstream sport.

Presentation Abstract: “E-Sports in Korea: Past, Present & Future”

Objective: Analyze the strengths of Korean eSports and understand and apply methods to achieve high performance.

Design and Method: Analyze the player scouting and training process of the current top-level esports professional clubs to derive success factors. Also refer to statistics and data published by other organizations as needed.

	<p>Result: The difficulty level of overcoming the physical and mental limitations that players experience in order to develop into top-level players is very high. In addition, various methodologies required in traditional sports are being applied, such as establishing a systematic training infrastructure, multifaceted administrative support, and data analysis.</p> <p>Conclusion: If a grassroots esports ecosystem is created and systematic player development support specialized in esports is provided at the same time, a high level of esports player performance can be expected.</p>
	<p>Mr Dave Stow</p> <ul style="list-style-type: none"> • President (Stow Sports Management, LLC) <p>Presentation abstract and Biography to be announced</p>