

Labor Market Assessment: ESports Management, Production, and Performance

Los Angeles Center of Excellence, March 2022

Summary

The Los Angeles Center of Excellence for Labor Market Research (LA COE) prepared this report to provide regional real-time labor market demand data related to the emerging field of ESports management, production, and/or performance. Since the world of ESports is new and expanding quickly, traditional labor market data and occupational codes do not accurately reflect the rapid growth occurring on an international scale. However, there may be demand for these workers from local employers that is not reflected in traditional labor market data. For this reason, real-time labor market data is utilized in this report to provide a timelier, more nuanced view of the regional job market for jobs in the field of ESports.

Job Postings

In order to research the local area demand for the targeted ESports curriculum areas, a real-time labor market search was conducted to assess the demand for these specific skills and/or occupations within the ESports arena. Based on the program curriculum, a real-time labor market information search was conducted to find job postings over the last 12 months for each of the six curriculum areas: competitors, coaches and assistant coaches, analysts, sports casting, video editing, and journalists.

Competitors

Over the past 12 months, there were two job postings for ESports competitors in the LA/OC region. The employers posting these jobs were Blizzard Entertainment (Irvine, CA) and Skillz (Santa Monica, CA). Skills listed on these job postings included creative direction, design thinking, interaction design, product design, talent management, team management and visual design.

Coaches and Assistant Coaches

There were six job postings for coaches of ESports over the past 12 months, and employers included Concorde Education, Coach Led Youth ESports, Cloud9, MSG Sports, and XP League North Orange County. Skills requested by employers for ESports coaches were teaching, performance appraisals, performance analysis, training activities, social media, curriculum development, and gaming industry knowledge. Half of the job postings (3) requested a bachelor's degree, while 2 job postings requested a high school diploma.

Analysts

Local employers in the LA/OC region posted 35 jobs over the past 12 months for various ESports analysts. The top three job titles were business operations analysts, data analysts, and insights analysts. The vast majority (85%) of these job postings listed a bachelor's degree or more education, while only two job postings listed a high school diploma as the minimum advertised education. The employers listing the majority of these job postings were Activision, PlayVS, ESports Engine, Riot Games, Onward Select, and Blizzard Entertainment.

Broadcasting/Sportscasting

Over the past 12 months, there were 18 job postings for broadcast occupations within ESports. The top job titles in these postings were for broadcast engineers, associate broadcast engineers, and broadcast production managers. The top employers who posted the most job postings in this

time period were Odesus Incorporated, Esports Engine, and Comcast. Skills necessary for these jobs, according to job postings, are broadcast industry knowledge, project management, Tektronix, equipment operation, and video production.

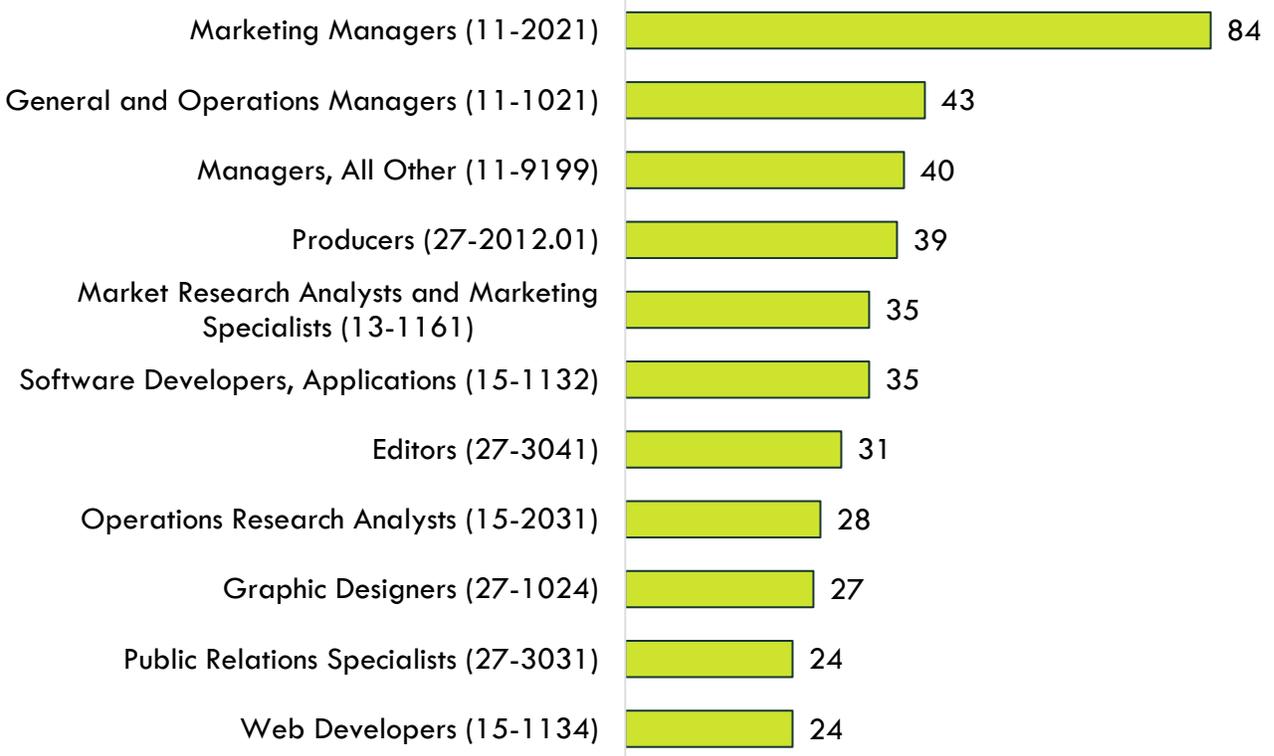
Video Editing

This search term produced the most job postings in the Esports field of the six curriculum areas with 92 job postings. Top titles among these postings were for freelance topics editors, editors, freelance digital video specialists, junior video editors, and producers/editors. Top employers for these job postings were Fox Incorporated, Fox Sports, 100 Thieves, Hollywood Park, Activision and Enthusiast Gaming.

Job Postings by Occupation

In order to find LA/OC employers that were listing “ESports” as well as at least one of the curriculum areas on their job postings, as well as other high-demand occupations within Esports, a broader keyword search was also conducted. By expanding the search, even job postings with loose connections to the Esports world were included, as students completing an Esports program would likely be qualified to work in related fields, but utilize a similar skillset. Over the past 12 months, **1,070 online job postings in the LA/OC region mentioned Esports as well one of the curriculum keywords.** Exhibit 1 displays the number of job postings by occupation. Of these Esports-related occupations, the top three were managerial: *market managers* (84 job postings), *general and operations managers* (43), and *managers, all other* (40). The highest number of job postings were for graphic designers, coordinators, product managers, associate managers, and customer experience specialists. The top skills were broadcast industry knowledge, social media, project management, Adobe Photoshop, and key performance indicators (KPIs). Of the 57% of Esports-related job postings that listed a minimum education requirement, 9% (54 job postings) listed a high school diploma, 5% (27) listed an associate degree, and 86% (517) listed a bachelor’s degree or more education.

Exhibit 1: Job postings by occupation (last 12 months)



Job Postings by Employer

Exhibit 2 lists the top employers in the greater LA/OC region. The top three employers, by number of job postings, in the region were Activision, Fox Incorporated, and Riot Games.

Exhibit 2: ESports-related job postings by employer (last 12 months)

Employer	# of ESports-related job postings
Activision	127
Fox Incorporated	107
Riot Games	73
Fox Sports	39
Skillz	36
Esports Engine	36
Blizzard Entertainment	34
Amazon	30
Twitch	27
TSM	25
Odesus Incorporated	20

In order to research what the top employers are looking for in terms of job applicants, including necessary skills, knowledge, abilities, and education levels, each of the top three employers was analyzed by the information included on their job postings.

Activision

Activision posted 128 job postings in four different locations: Santa Monica, Irvine, Los Angeles, and El Segundo. Twenty-one of these job postings were for interns, ranging from concept art and 3D model art interns to analytics and software engineering interns. The top skills listed in Activision job postings were project management, broadcast industry knowledge, Adobe Photoshop, gaming industry knowledge, game development, Python, and social media. The majority (91%) of Activision's job postings that listed a minimum education requested a bachelor's degree or more education.

Fox Incorporated

Fox Incorporated posted 107 job postings in Los Angeles over the past 12 months. The top job postings were for freelance topics editors, integrated media managers, production assistants, and production coordinators. Fox Incorporated listed these top skills on their job postings: broadcast industry knowledge, social media, Adobe Photoshop, metadata, journalism, and Adobe AfterEffects. The majority (98%) of Activision's job postings that listed a minimum education requested a bachelor's degree or more education.

Riot Games

Riot Games posted 73 job postings in Los Angeles over the past 12 months. The top job postings were for talent acquisition managers, recruiters, software engineers, and marketing creative directors. The top skills listed on Riot Games job postings were talent acquisition, broadcast industry knowledge, software engineering, game development, business development, global marketing, entertainment industry knowledge, and Tableau. All (100%) of the job postings that listed a minimum education requirement requested a bachelor's degree or more education.

Appendix A: Sources

- Labor Insight/Jobs (Emsi/Burning Glass)

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the full impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Appendix B: Esports keywords for Burning Glass Search

- Esport*
- Player*
- Competitor*
- Coach*
- Analyst*
- Broadcast*
- Journal*

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