

Esports: Business and Media

Inland Empire/Desert Region (Riverside and San Bernardino counties)

Introduction

The Inland Empire/Desert Region Center of Excellence for Labor Market Research (COE) developed this report to provide regional real-time labor market demand data related to the emerging field of Esports in the area of business and media.

Esports are organized and highly competitive video game events usually played by recognized competitors for tournament prizes. These events have become popular over time and may be viewed by a live audience or broadcast internationally for public consumption (Harvard International Review, 2020).¹ The "Esports industry" is projected to grow significantly in the coming years, from \$942 million in 2020 to \$4.76 billion by 2030.² The Esports industry comprises game publishers, tournament organizers, digital advertisers, broadcasters, coaches, and competitors. The industry segments that comprise Esports are diverse and employ an equally diverse workforce to support operations.

The "Esports industry" is relatively new and expanding quickly. Labor market data, including traditional industry and occupational research, do not quantify growth specifically in Esports. However, demand may exist for workers in this specialty market 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 nuanced view of the market for jobs in the Esports field.

Job Advertisements

A job advertisement (ads) search was conducted to determine Inland Empire/Desert regional demand for Esports workers. Keyword, job title, occupation, and employer filters were applied to the search to ensure that the information included in this report is specific to Esports. Software developer positions were excluded to focus the job ad search on Esports business and media jobs.

Over the last twelve months, no job ads were posted for Esports workers in the region. However, across California, 604 job ads were posted for workers in the Esports industry. Approximately 74% (444 ads) of ads were posted in the Los Angeles-Long Beach-Anaheim Metropolitan Statistical Area (MSA) (Los Angeles

¹ Harvard International Review (HIR), "Esports Part 1: What are Esports?," 2020, accessed August 15, 2022, <https://hir.harvard.edu/esports-part-1-what-are-esports/>

² Allied Market Research, "Global E-sports Market: Opportunities and Forecast 2021-2030, accessed August 15, 2022, <https://www.alliedmarketresearch.com/esports-market-A14210#:~:text=The%20Esports%20industry%20is%20segmented,into%20live%20and%20on%20demand>

and Orange counties), and 23% (140 ads) were posted in the San Francisco-Oakland-Hayward MSA (San Francisco Bay Area), indicating employment in this industry is geographically concentrated. Students willing to commute to the neighboring Los Angeles and Orange counties or relocate to the San Francisco Bay area may find access to these employment opportunities.

Given the lack of defined occupational roles in this industry, job ads were grouped by similar positions, further referred to as job clusters. The job clusters related to esports included in this report are broadcasting and production jobs, coaching jobs, competitors, event planning jobs, marketing jobs, and video editing jobs.

- **Broadcasting and Production jobs:** Positions that support the production and broadcasting of Esport events and competitions.
- **Coaching jobs:** Positions that support and train Esports competitors.
- **Competitors:** Individuals that compete in Esports tournaments.
- **Event Planning jobs:** Positions that plan and host tournaments and competitions.
- **Marketing jobs:** Positions that attract viewers and generate revenue for Esports competitions.
- **Video Editing jobs:** Positions that edit and prepare Esport content for broadcast.

Over the last twelve months, there were 183 total ads posted for the job clusters previously listed. Please note that there were relatively few job ads for each job cluster, diminishing the generalizability of job advertisement information. In the state, zero advertisements were posted for Esports competitors over the last twelve months, indicating that employers do not attract Esports competitors through online job ads. Esports coaches are typically individuals who have previously competed in Esports competitions and use their experience to assist current competitors.³ The low number of job ads for Esports coaches may result from these workers leveraging their industry relationships to find employment instead of searching online job ads.

³ ZipRecruiter, "What is Esports Coaching and How to Become One," 2022, accessed August 15, 2022, <https://www.ziprecruiter.com/Career/Esports-Coaching/What-Is-How-to-Become#:~:text=The%20qualifications%20that%20you%20need,professional%20or%20collegiate%20Esports%20competitions.>

Exhibit 1: Job ads and statewide time to fill for Esports job clusters, California, August 2021 – July 2022

Job Cluster	Job Ads	Statewide Average Time to Fill (Days)
Broadcasting/Production	93	41
Marketing	64	41
Video Editing	16	41
Event Planning	8	36
Coaching	2	36
Competitors	0	N/A
Total	183	41

Source: Burning Glass – Labor Insights

Advertised Salary from Online Job Ads

Exhibit 2 displays online job ad salary data for Esports job clusters over the last 12 months. There were insufficient job ads for all clusters except broadcasting and production workers to obtain reliable average annual salary information. Online job ad salary information reveals that employers are willing to pay broadcasting and production workers in the Esports industry \$63,000 annually, above the \$45,386 annual (\$21.82 hourly) living wage standard. Consider the salary information with caution since only 16% (29 out of 183) of online job ads for these job clusters provided salary information. The salary figures are prorated to reflect full-time, annual wage status. None of the job ads for event planning workers and coaches provided salary information.

Exhibit 2: Advertised salary information for Esports job clusters, California, August 2021 – July 2022

Job Cluster	Number of job ads	Real-Time Salary Information				Average Annual Salary
		Less than \$35,000	\$35,000 to \$49,999	\$50,000 to \$74,999	More than \$75,000	
Broadcasting/Production	12	-	8%	84%	8%	\$63,000
Marketing	8	12%	-	-	88%	N/A
Video Editing	9	22%	22%	56%	-	N/A
Event Planning	0	N/A	N/A	N/A	N/A	N/A
Coaching	0	N/A	N/A	N/A	N/A	N/A

Source: Burning Glass – Labor Insights

Job Titles, Employers, Skills, Education, and Work Experience

Exhibit 3 displays the job titles most frequently requested for Esports jobs over the last 12 months in California. Job titles may provide insight into the types of positions employed within each job cluster in the Esports industry.

Exhibit 3: Job titles most frequently requested for Esports job clusters, California, August 2021 – July 2022

Job Cluster	Sample Job Titles
Broadcasting/Production (n=93)	<ul style="list-style-type: none"> Production Coordinator Creative Producer Broadcast Associate Broadcast Production Manager
Marketing (n=64)	<ul style="list-style-type: none"> Community Marketing Manager Senior Marketing Manager Partner Marketing Manager Creative Marketing Director
Video Editing (n=16)	<ul style="list-style-type: none"> Video Editor Senior Video Editor Overwatch Producer/Editor Junior Video Editor
Event Planning (n=8)	<ul style="list-style-type: none"> Esports Event Producer Senior Event Manager Senior Event Coordinator Event Manager
Coaching (n=2)	<ul style="list-style-type: none"> Creator Program Manager

Source: Burning Glass – Labor Insights

Exhibit 4 displays the employers that posted the most job ads during the last 12 months. Showing employer names provides insight into where students may find employment after completing a program. Approximately 74% (444 ads) of ads were posted in the Los Angeles-Long Beach-Anaheim Metropolitan Statistical Area (MSA). Students willing to travel to the neighboring Los Angeles-Long Beach-Anaheim MSA may have access to additional employment opportunities. Twitch, a live streaming service that focuses on video game live streaming, including broadcasts of Esports competitions, posted the most job ads for positions in the Esports industry over the last 12 months.

Exhibit 4: Employers posting the most job ads for Esports job clusters, California, August 2021 – July 2022

Job Cluster	Top Employers
Broadcasting/Production (n=93)	<ul style="list-style-type: none"> Fox Corporation Esports Engine Riot Games Beyond the Summit Team Liquid Faze Clan Activision Blizzard
Marketing (n=64)	<ul style="list-style-type: none"> Twitch Activision Blizzard Riot Games Fox Corporation 100 Thieves

Job Cluster	Top Employers	
Video Editing (n=16)	<ul style="list-style-type: none"> Faze Clan Activision Blizzard Fox Corporation 	<ul style="list-style-type: none"> Team SoloMid LA Gladiators Cloud9 Esports
Event Planning (n=8)	<ul style="list-style-type: none"> Riot Games Activision Blizzard 	<ul style="list-style-type: none"> 100 Thieves
Coaching (n=2)	<ul style="list-style-type: none"> Twitch 	

Source: Burning Glass – Labor Insights

Exhibit 5 lists a sample of specialized, employability, and software and programming skills employers seek when looking for workers to fill positions in the Esports industry. Specialized skills are occupation-specific skills that employers request for industry or job competency. Employability skills are foundational skills that transcend industries and occupations; this category is often referred to as "soft skills." The skills requested in job ads may be utilized to guide curriculum development. The job ads for coaches did not include employability or software and programming skills.

Exhibit 5: Sample of in-demand skills from employer job ads for Esports job clusters, California, August 2021 – July 2022

Job Cluster	Specialized skills	Employability skills	Software and Programming Skills
Broadcasting/ Production (n=90)	<ul style="list-style-type: none"> Broadcast Industry Knowledge Scheduling Budgeting Project Management Event Planning 	<ul style="list-style-type: none"> Creativity Communication Skills Teamwork/ Collaboration Detail-Oriented Organizational Skills 	<ul style="list-style-type: none"> Microsoft Office Adobe Creative Suite
Marketing (n=64)	<ul style="list-style-type: none"> Project Management Budgeting Brand Marketing Scheduling Creative Development 	<ul style="list-style-type: none"> Creativity Teamwork/ Collaboration Communication Skills Planning Detail-Oriented 	<ul style="list-style-type: none"> Microsoft Office Adobe Creative Suite
Video Editing (n=16)	<ul style="list-style-type: none"> Video Production Broadcast Industry Knowledge Scheduling Project Management Post Production 	<ul style="list-style-type: none"> Editing Creativity Communication Skills Detail-Oriented Organizational Skills 	<ul style="list-style-type: none"> Adobe Creative Suite YouTube

Job Cluster	Specialized skills	Employability skills	Software and Programming Skills
Event Planning (n=8)	<ul style="list-style-type: none"> Budgeting Project Management Event Management Broadcast Industry Knowledge Vendor Relations 	<ul style="list-style-type: none"> Planning Creativity Organizational Skills Teamwork/ Collaboration Detail-Oriented 	<ul style="list-style-type: none"> Microsoft Office
Coaching (n=2)	<ul style="list-style-type: none"> Program Management Community Management Business Development Broadcast Industry Knowledge 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A

Source: Burning Glass – Labor Insights

Exhibit 6 displays the minimum advertised education requirements for positions in the Esports industry. The majority of employers posting ads sought candidates with a bachelor's degree. Minimum advertised education requirements were only included in 45% (81 out of 182 ads) of job ads. Please note that the low number of ads with educational requirements limits the reliability of this information.

Exhibit 6: Minimum advertised education requirements for Esports job clusters, California, August 2021 – July 2022

Job Cluster	Number of Job Ads	Real-Time Minimum Advertised Education Requirement		
		High school or vocational training	Associate degree	Bachelor's degree or higher
Broadcasting/Production	46	4%	-	96%
Marketing	30	7%	-	93%
Video Editing	2	-	-	100%
Event Planning	1	-	-	100%
Coaching	2	-	-	100%

Source: Burning Glass – Labor Insights

Exhibit 7 displays the real-time work experience requirements from employer job ads. Besides coaches, job ads reveal that employers value previous work experience, with 57% to 100% of employers seeking workers with three or more years of work experience.

Exhibit 7: Real-time work experience requirements for Esports job clusters, California, August 2021 – July 2022

Job Cluster	Real-Time Work Experience			
	Number of job ads	0 – 2 years	3 – 5 years	6+ years
Broadcasting/Production	61	43%	41%	16%
Marketing	56	16%	46%	38%
Video Editing	11	36%	55%	9%
Event Planning	8	12%	38%	50%
Coaching	2	100%	-	-

Source: Burning Glass – Labor Insights

Training Programs

Regional community colleges do not currently offer programs related to Esports. There are three non-credit programs related to Esports in the state, all located in the Los Angeles/Orange County region. Los Angeles Mission College's Competitive Esports Event Producer is the only program related to Esports business and media in California. This program was approved in November 2021 and is not yet available in their college catalog; therefore, insights into their program offering is not available to assist in program development.

Summary of Findings

This report provides online job advertisement (ad) demand for workers in the Esports industry. Online job ads reveal that the demand for Esports workers is geographically concentrated in Los Angeles and the San Francisco Bay Area. Over the last twelve months, no ads were posted in the Inland Empire/Desert Region. In the previous twelve months, there were 183 total ads posted for the job clusters detailed in this report, primarily seeking broadcasting and production workers, marketing, and video editing workers. Online job ad salary information reveals that employers are willing to pay broadcasting and production workers in the Esports industry \$63,000 annually, above the \$45,386 annual (\$21.82 hourly) living wage standard. Please view this wage data cautiously since a low share of Esports employers reported wage information.

Regional community colleges do not currently offer programs related to Esports. Three non-credit programs were found in Los Angeles/Orange county region. Program information and outcome data is not available.

Local colleges developing Esports programs should consider contacting colleges with existing programs to determine if preliminary student outcomes exist and if training leads to gainful employment in this field.

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Appendix: Methodology

Job ad data is limited to the information provided by employers and the ability of artificial intelligence search engines to identify this information. Additionally, preliminary calculations by Georgetown Center on Education and the Workforce found that "just 30 to 40 percent of openings for candidates with some college or an associate degree, and only 40 to 60 percent of openings for high school diploma holders appear online" (Carnevale et al., 2014). Online job ads often do not reveal employers' hiring intentions; it is unknown if employers plan to hire one or multiple workers from a single online job ad or collecting resumes for future hiring needs