

Reasons why e sports are gaining popularity compared to traditional sports

Organized, multiplayer e sport competitions are gaining immense popularity globally. With news of big brand sponsorships on teams and players, to news of charged gaming events flooding the internet, the success of e sports, over traditional plays is incomparable. The worldwide sensation which has been creating media buzz across different social platforms emanates from easy access to homepages such as Mixer, Twitch and You Tube Gaming. These free sites are offering superb streaming to e sport linked events from iOS and Android mobile devices. E sport competitions hosted in highly decked-up venues, such as E league e sports, and the Blizzard Arena; provide an array of global defensive gaming options like the League of Legends and Counter Strike sports, to name a few. The success of e sports made Newszoo, a data analytics company, declare the sport as the 'next big thing biggest the tech industry, since the iPhone launch in 2007.'

Among the reasons contributing to esports' popularity, includes their captivating reporters who intently offer details on individual player's strategies, in addition to, how team structures play. The hype generated by analysts and reporters on esports' professional events, exhilarates veteran and novice viewers, alike. Furthermore, hosting professional e sport events in alluring, custom made arenas, matches the competitive intensity in the sport. The considerable detail and finesse incorporated into the arenas, is enough to capture the attention of game and non-game enthusiasts.

E sport fans are also allowed join the gaming action by participating in the different international leagues, which pros take play in, across the world. Fans get to look into the strategies their favorite character's employ while exposed to play in a different region. Moreover, being part of the online community allows fans can also join in the fun, by competing with their favorite character. More recently, fans are display their love for the sport through cosplay in custom jerseys, as a motivation to their beloved teams, during electrifying e sport events.

The ability to sustain the players, in terms of pay, as well as, continuous support from gaming moguls has fueled the success that e sports currently enjoys. E sports is now growing in its ability to turn young individuals to pros, at a very early age, as it provides considerable compensation to any pros choosing to follow this path.

The sport is also gaining merit by merging collaborations in other industries. This is regarding recent partnership with the music industry, which has redefined e sports success. To collaborate with the e sport industry, musicians need to understand a specific game theme. Through internalizing the game aspects, artists make original thematic compositions which suit that particular gaming event. This has actually publicized the sport, another reason why esports is actually taking over the world.

Massive sponsorship from leading brands makes e sports a real success story. The North American Professional LoL team, was recently enlisted for sponsorship by Gillette company. Other established brands are also sponsoring players and events alike. With such partnerships becoming more common in e sports, it's nowsafe to say that e sports is the next big thing since the invention of sports.