Analysis on the Problems and Countermeasures of E-Sports in China

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Abstract: E-sports is digitized sports, the traditional sports venues and equipment transferred to the new carrier, combined with advanced electronics and information technology, sports extends from the real world to the virtual world. From the perspective of e-sports participants, e-sports athletes need higher demands on the physical and mental qualities and embody the spirit of sport information in another society. This paper illustrates the generation of e-sports industry from the perspective of industrial integration and development courses of China's sports industry. It also expounds China's current situation and existing problems of the e-sports industry and provides pertinent policy recommendations, which mainly includes relying on strengthening the independent research and development of products; providing financial support to relax market access.
Keywords: E-sports; problems and countermeasures; e-sports industry.

INTRODUCTION
Chapter-1: Brief Introduction to E-sports
E-sports consider the information technology as the core, the hardware and software equipment as the instrument and it is educational games which are in the same competition rules against each other in the virtual environment that produced by the information technology. Today, e-sports has been developed from a sport to a huge potential industry, which is both the product of the era and the results of the development of science and technology.

E-sports industry is an developing and emerging industry with the rapid development of late 1990s the world game industry, which has generated majority of economic and social effects around the world. As is known to all, it is crucial and significant for an emerging industry to obtain security and support on the policy level. But at present, the supports in the field of electronics competitive are relatively lacking in China. Based on this, from the perspective of present situation and problems of e-sports industry in China, and propose the corresponding countermeasures for the government to formulate effective policies to guide the e-sports industry healthily and orderly.

Chapter-2: Analysis on e-sports industry in China
In November 2003, the State General Administration of Sports set e-sports as the formal sport in our country [1]. For several years, from small to large, from disorderly to orderly, e-sports reached great progress in the development of socialization, legalization, industrialization and internationalization path in China: introduced the national related laws and regulations; 14 provinces to set up electronic athletic association at the provincial level; positively preparation for the Chinese e-sports association; many governments collect e-sports into the cultural industry and set up policy support; there are more than 100 registered club, more than 6000 people registered as electronic competitive athletes and electronic competitive national team in China. In addition, cultivation of a batch of e-sports referees at the national level.

China's first official national tournament - China e-sports games (CEG) was born in March 2004, which marked the electronic competitive sports in the direction of professional development in our country. WCG, ESWC, CPL, WSVG international competitions have come to China [2]. At the same time, domestic e-sports club such as WNV, WE, TyLoo, NR, and many other famous e-sports clubs have born.

However, to parents, computer games mean nothing but bad news for children's health and their studies. Fans of online gaming, after fighting with their own parents for years, have proved a career in playing games such as *Defense of the Ancients 2*

(DOTA2), League of Legends (LoL) and *Starcraft 2* could even be a lucrative one.

Chapter-3: The current situation of e-sports industry in China
Defective industry chain

E-sports industry in essence is a profitable property of the third industry, its physical properties in the world is not been confirmed. In my opinion, the reason that e-sports industry is not supported by the government fundamentally is because of weak industrial chain of the industry and limited economic value. In this big market, economic efficiency has become the most important index of industry value, whether the government will want to know and to follow for supervision and management of this industry. According to statistics, e-sports created the economic interests of the 500 million Yuan in 2008 (I think this figure is exaggerated), compared with the online games more than 15 billion Yuan of economic benefits it is really not worth mentioning [3]. So you can see that the General Administration of Press and Publication and the Ministry of Culture also fight for the approval rights of World of War with each other. Don't you really think they are willing to serve the public crazily? Everybody has its own conclusion on the conflicts of inner interests.

Suppliers of e-sports products

At present, the electronic competitive enterprise give priority to the agent service but rarely participate in the research and development of product of e-sports. The research and development of e-sports products is an important part of e-sports industry, the expansion of e-sports game project provides a new direction and new market for software developers.

In recent years, domestic intellectual property products get online constantly; domestic electronic competitive market share ratio increases year by year, but only accounts for 20% of the market share. Now foreign manufacturers monopolize the research and development of core mainstream e-sports industry, leading research and development of e-sports business of foreign countries including Blizzard Entertainment and Electronic Arts, Warcraft and Sarcraft that are developed by Blizzard Entertainment which have become well-known electronic sports and been considered as main competition project by a number of major e-sports event.

Due to foreign e-sports game developers can not do research or operate their e-sports products independently, which leads to that they have to cooperate with domestic Chinese companies, appoint them agent to run the sales and operations. Domestic core supplier mainly are Netease and Tencent, the huge advantages they have are money and channels, however small and medium-sized enterprises are gradually fade out the competitive operations and turn to research, development, outsourcing, and other fields.

Survival fights in cracks

In recent years due to the domestic rapid development of computer hardware, software and popularization, these sports are favored by younger people. Nevertheless its great attraction and nonstandard market management, which causes many people producing many negative emotions, even there are quite a few in the industry of electronic competitive sports also have quite a lot of misunderstanding.

The development of e-sports industry in China is still in relatively closed environment: far behind the development of times, no regularization for the national league, absence of government and ectopic management, and social prejudice against e-sports. Vicious media put number of students who are addicted to the game, who waste youth and academic events, which make e-sports gets a bad name of "electronic heroin".

Investigation of Perception of E-sports Listed as the 99th Individual Sports in China

We can know that few people understand the E-sports as an individual sports. 34 percent of the people investigated had perception of the sports, more than 40 percent not. These show that the sports has been launched, but not been known as an athletic sports.

Public opinion pressure makes the e-sports facing severe pressure to survive, enterprises are difficult to enter the market, the broad masses of fans can only surreptitiously take part in e-sports, enormous pressure of public opinion the governments faced is also difficult to confidently to carry on the guidance and supervision, sometimes have to ban instead of controlling. The ban of e-sports game showing on TV is the typical reflection of the current social discrimination on e-sports industry in China.

Chapter-4: The existing obstacles of e-sports in China
Shortage of independent R&D products and independent intellectual property rights protection

The research and development of e-sports products cost high expense and need longer cycle. The current situation is that due to domestic e-sports enterprises usually seek quick success and instant benefits, it is extremely difficult to produce and generate the e-sports that with independent intellectual property rights and have great market influence under the circumstance of inadequate investment in product development, research and development team training and a shortage of e-sports software developer.

In addition, due to the low threshold of software agents, many electronic domestic manufacturers are increasingly turning to the agency for foreign products. It is difficult to form their own core competence training in the electronic competitive market at the same time, the related law protection for intellectual property rights of e-sports products is weak and be short of relevant institutional guarantee in the e-sports market, which causes the homogeneity of e-sports products, influences the e-sports user experience and needs the cooperation and supervision of the relevant government departments.

Single model to obtain profits

The operation of the company in the field of national e-sports mainly focuses on event organization and online platform to award profits, profit model is relatively single. At present, the sponsorship is the main even the only source of income, by contrast the profits brought by the broadcasting rights and tickets of events are minimum.

In addition, the development of e-sports peripheral products is not enough and support for the competition is far from enough. E-sports peripheral products refers to the electronic competitive products as the carrier, the related character models, small decorations, toys, food and other physical objects, but also including music, video, books and other cultural products [4]. These different forms of products around the e-sports products have formed a huge industrial chain. According to the experience abroad, e-sports peripheral products market value is 8 times of e-sports market in general. At present, in China, the development of e-sports peripheral products and the rapid development of e-sports industry are out of proportion, the development of e-sports peripheral industry progress is still in its early stages.

Limited event organizing and promotion

In recent years, domestic e-sports games are gradually being abundant, the events that supported by the government have reached a big number. But it is hard to reach the expected effects for the most events are held in the traditional internet cafes, gym stadiums or other places, which is extremely limited by the site factors. The success of e-sports events needs contestants, sponsors and media indispensably.

First of all, the domestic electronic competitive professional players generally face the problem of the survival, some team eventually dissolved because of the lack of money. Under such situation, it is difficult to motivate more amateur professionalization in order to increase the audience [5]. Secondly, currently, the sponsorship of domestic e-sports events organizers got is quite limited, domestic sponsors have not pay attention to electronic competitive market seriously.

Less corporate sponsorship money and hard fund raising cause limits in scale and quality, which have affected the effect of advertising promotion. Moreover, domestic existing e-sports media an not match with the continuously promoting e-sports industry no matter on the quantity and quality level. The policy reasons lead to the lack of TV media, the current domestic e-sports industry professional media mainly made up by three categories: web media, print media and video media [6]. Because of the lack of authoritative media attention, the events could not get a good promotion and the lack of brand effect, in turn, leads to minimum value of business and market.

Chapter-5: Countermeasures to propel e-sports development n China
To strengthen the independent product research and development

To strengthen scientific research, to build up public technology service platform and commission research and development of colleges and universities and scientific research units to develop e-sports general basic technology and focus on the development of software and hardware equipment and technology with independent intellectual property rights [7]. In addition, to strengthen the competitive product design and adoption of talent cultivation and to provide talent guarantee for the development of e-sports industry in China.

To promote peripheral e-sports products and establish a diversified revenue model

The government should formulate relevant policies and regulations, actively develop e-sports peripheral products, propel the comprehensive development, application and promotion, set up diversified profit pattern, increase the industrial added value and make the e-sports peripheral products occupy more market share with the sound and promoted development of core bond of e-sports events [8].

The high degree of the identity of e-sports from the audiences causes relatively activeness and be more positive in the consumption of e-sports peripheral products [9]. Develop some peripheral products such as electronic map of competitive tactics, small unlined upper garment, toys, audio and video products, books, etc so that to get more consumer recognition.

Actively promote e-sports industry brooder

In the region that possesses positive e-sports development conditions, we should rely on high-tech industrial park and the software industry park to gather the related enterprises and scientific research organization to build up a number of national digital entertainment industry demonstration bases. Moreover, we need to set up e-sports production industry base, attract large enterprises to enter in, support the small

and medium enterprises of e-sports [10]. E-sports bases are mainly going to carry out the training, research, industry generation and international cooperation, to strengthen the infrastructure supporting of software and hardware environment and to amass national e-sports elites and make them become the hatch of e-sports industry in China.

CONCLUSION

It can be seen that the biggest obstacle of e-sports industry in China is business model. Vicious cycle of industry chain makes it hard to get fast development. This is partly due to the e-sports has not been popular and its influence is relatively limited, a variety of media, are not willing to go to bear the corresponding risks for its own interests. On the other hand, some of the pitfalls of e-sports itself lead to that the media is not willing to participate in this sport. Hence, e-sports' profit pattern is continuously been exploring. Learn and produce mature business model will drive the further development of e-sports industry in China.

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