**Esports**

**Benefits of Esports & Video Games**

- **Cognitive Performance:** Video games can promote cognitive performance, enhance skills such as speed of processing and multitasking.
- **Memory Improvement:** Playing games can increase memory and ability to complete tasks.
- **Reading Comprehension:** Playing games can improve reading comprehension.
- **Social Skills:** Playing games can help rehabilitate individuals with perceptual or cognitive deficits.
- **Teamwork:** Esports can boost children's teamwork, leadership, and strategic thinking.
- **Confidence:** Pro gamers are motivated to win and more likely to be optimistic about reaching their goals.
- **Positive Influence:** 71% of parents say video games have a positive influence on their child's life.
- **Estonic:** Esports can be used as a tool to improve students' smartness and employability.
- **Memory:** Playing games can help players work through complex psychological issues.
- **Frequent Gamers:** It's social: 54% of frequent gamers say games help them connect with their friends.
- **Parents:** 43 million parents worry about their child's screen time; 24.7 million are concerned about their child's relationship with online video games.
- **Student:** Esports can make students smarter and more employable.

**What is Esports?**

Esports is competitive video gaming, where people play against each other online and at spectator events in indoor arenas, usually for a cash prize.

**Promotes Teamwork**

- **Strategic Thinking**
- **Competition**
- **Leadership**
- **Confidence**

**Global Esports Revenues**

- $24.7 million in 2017
- $450 million in 2020

**Global Esports Tournament**

- 30+ number of video games
- 43 million viewers

**WHO ARE THE BRITISH ESPORTS ASSOCIATION?**

- A not-for-profit organisation established in 2016 to support, promote and inspire esports in the UK.
- Our aims are to foster future British talent, increase awareness of esports and provide expertise and advice.
- We are focused on the grassroots level of esports and are not a governing body.

**Our three goals are to Promote, Improve and Inspire.**

- Improve opportunities it offers.
- Help educate parents, teachers, media and government around what esports is, what its benefits are and the career opportunities it offers.

**Entertainment Software Association (2017)**
