SCORING ESPORTS FANS WITH LANGUAGE SOLUTIONS

ALL-IN GLOBAL CASE STUDY

Are you looking to engage gamers who know their favourite esports inside and out? All-in Global offers the right blend of expertise and enthusiasm to help esports brands and esports teams to communicate with their fans in a powerful and authentic way.

INTRODUCTION

Is it possible to grow the value of your esports team by communicating better with your fanbase? We think it is!

Language barriers in esports are a well-known phenomenon for those inside the industry. Acronyms such as GG (good game), NT (nice try) and TY (thank you) transcend these barriers, but more complex sentences such as in-game team tactics and information in non-native tongues may still negatively impact the fans, players and team's ability to communicate.

Fans usually seek out streams in their native language so they can enjoy watching their favourite teams compete without missing a thing. And if your team is not making efforts to surpass language barriers with your fanbase you're probably missing the opportunity to grow your team.

THE LANGUAGE CHALLENGE OF AN ESPORTS TEAM:

It is very common to find esports teams that are made up of various nationalities. The well-known Dutch based Team Liquid are a prime example of this, with their current StarCraft roster alone including players from Denmark, Germany, South Korea, Norway, Netherlands and Poland.
For their fans, with an even greater spread of nationalities than their players, English may be viewed as an acceptable universal language for many. But how many of them are actually able to understand it at the level of reading a complex overview or following the live commentary accompanying the lightning-quick action?

Mars Dota 2 League's Disneyland Paris Major	
TWITCH STATS 2019	
English-language Twitch channel	› 6M hours
Russian-language Twitch channel	› 6.1M hours

Dota 2 is a good example showing how their esports tournaments can attract more than just an English audience.
The Russian channel was even able to surpass the English channel. Analysing each game in which your team competes in can be useful to understand some language dynamics.

LEVERAGING LANGUAGE TO INCREASE EXPOSURE:

Esports is a billion-dollar industry, with a highly engaged, loyal and valuable audience made up of a young demographic in every corner of the globe. Brand investors that want to reach these targets and explore different ways to get exposure are instantly attracted to esports teams that are efficient when it comes to reaching out and connecting with their fans. What it does is that it allow them to internationalize their market. By making the content as accessible as possible to global fans, and building brand loyalty, esports teams can ensure they offer greater reach for potential sponsors and therefore place themselves in a prime position to secure even larger sponsorship deals. Viewing figures from recent esports tournaments hold valuable statistics for showing just how widespread the appeal varies, with one such example being the 2019 LOL Worlds.

THE SUPER BOWL OF ESPORTS:

During the past year around 100 million viewers consumed content from the 2019 League of Legends World Championship, doubling average viewer figures from the year before. Those numbers placing it firmly within the region of established traditional sporting championships such as the NFL's Super Bowl. A large part of this increase was brought about by increasing accessibility; the event was broadcasted in 19 different languages with Korean, Spanish and French channels standing out Korean language channels alone showed a 400% increase in viewers.

REMEMBER YOUR AUDIENCE; REMEMBER THEIR NEEDS

One of the most valuable things to adjust your strategy to is language. Your current audience will need content that is relevant and written in a language they understand.

Future audiences need to be able to access the information in a similar, easy-to-digest manner. For example, Swedish esports fans might be more interested in Dota 2 and Hearthstone, whereas South Koreans may be more into League of Legends and Overwatch. SEO research prior to creating your content is very important, as it will help you to make the best of your efforts and marketing budgets.

TOP MOST WATCHED TWITCH CHANNELS LEAGUE OF LEGENDS WORLDS 2019

Twitch Channel	Broadcast Language	Viewer Hours
RIOT GAMES	ENGLISH	17,995,662
LVPES	SPANISH	4,742,635
OGAMINGLOL	FRENCH	4,478,518
LCK_KOREA	KOREAN	4,150,901

DATA BY TWITCHMETRICS.NET / 13th NOVEMBER 2019 (last 30 days)

SEARCH COMPARISON BETWEEN SWEDENS AND SOUTH KOREANS

Swedens	South Koreans
Team Liquid - Topic	League of Legends World Championship
The International - Dota 2	Market - Topic
Hearthstone - Online game	Sports betting - Topic
Play - Activity	Overwatch - Arcade game
Video game console - Topic	Reddit - Website

DATA BY GOOGLE TRENDS/ 13th NOVEMBER 2019
searches related to esports

In a connected world, localisation is essential - using familiar terms that your audience is used to is important to deliver the right message. Esports fans from Sweden may expect their sources to be in Swedish or English, while Russian and Asian followers would benefit from translations into a language they're confortable with. Context is also incredibly important: – a person deeply entrenched in the esports world can more readily provide content that truly speaks to the fans - in a way they understand and connect with, than someone who doesn't live and breathe esports like they do. This is true for any particular field where terminology and use of acronyms forms part of the experience. There are plenty of terms and acronyms that are used and recognised in almost every game, which to outsiders may seem alien and confusing.

Some examples of how an esports team can use localisation services to improve their engagement with fans:

> The Overwatch Portuguese Team wanted to share their enthusiasm around the participation in the Overwatch World Cup with Portuguese fans. So they posted some of their content, available in both English and Portuguese. This solution was great to increase the engagement (their average views per post increased from 80K to 500K) and incite the fans to motivate the team, while also highlighting their relevance in the tournament.

> In this video of the Portuguese Overwatch Team, players talking and voice-over commentary were done in English.
> With the use of simultaneous subtitles in two languages (Portuguese and Korean) they were able to pass their message to a wider audience in three separate languages.

CONCLUSION:
Making efforts to overcome language barriers with localized content and planning an efficient SEO strategy will get your team in the right position to attract more attention. At the end of the day, keeping the fans satisfied will improve your profit in terms of fan attendance, season tickets sales and merchandise it's the cherry on the top that will make your team become more attractive for sponsorships purposes.