

## The World is Gaming – and GEORGIA is on the Front Lines



The global eSports economy is \$1+ billion. Broadly recognized as the eSports capital of the nation, Atlanta is one of the top cities in the U.S. for gamers. The city hosts numerous

gaming and digital entertainment events throughout the year, including DreamHack – the world’s largest digital festival which hosts a series of events around the world and attracts over 39,000 gaming and eSports enthusiasts annually. The event in Atlanta propels gamers into a twenty-hours-a-day, three-day weekend series of competitions and tournaments. Georgia’s colleges and universities also train a robust pipeline of talent for careers in the digital entertainment and gaming industries. In 2019, the Technical College System of Georgia’s gaming-related programs received 87 awards and distinctions and, to date, has graduated more than 5,000 students in cyber or gaming degrees. Additionally, Georgia is one of the few states where eSports is a sanctioned high school competition. With 12,000 direct and indirect jobs in digital entertainment, Georgia makes a \$550 million economic impact in the digital entertainment industry every year.

### The Georgia eSports League

The Georgia eSports League, organized in partnership with the Georgia Department of Economic Development and the Georgia Film Academy, is a statewide collegiate league, academic curriculum pathway, and workforce development platform to help students get a job in gaming, eSports, and digital entertainment.

### Annual Collegiate eSports Commissioners Cup

The Collegiate Esports Commissioner’s Cup creates estimated \$2 million economic impact on the Atlanta Airport District Convention and Visitors Bureau.

### Wondering if Esports Trade Mission is right for you?

Whether you grew up watching competitive gaming online or you're still trying to wrap your head around the idea of eSports industry, eSports Trade Mission is crafted to provide a valuable experience to all attendees. For those who are unfamiliar with eSports, this eSports Trade Mission is an invaluable crash course that covers all aspects of the eSports industry. For those already in the eSports or gaming space, eSports Mission is a must-attend networking event with colleagues and innovators who continue to share the eSports landscape. Join the eSports Mission to get up to speed on all aspects of the eSports industry and where it is headed.

## Non-Endemic Companies

Though eSports is built around video games, you don’t have to be a gamer or a gaming-focused company to engage in the industry. There are multiple partnership opportunities for non-endemic companies to get involved and reach a currently unreachable demographic that doesn’t consume media via the traditional avenues. Learn how your company can fit into the bigger ecosystem and engage with eSports audiences.

## Educators

If you’re thinking about starting a scholastic eSports club, team, or community at your middle school, high school, or college/university, eSports Trade Mission will provide you a birds-eye overview of all the disciplines that go into building an eSports organization. The leaders in scholastic eSports have cultivated panels and workshops to help support your eSports scholars and athletes with the best practices in eSports AND education. There will be plenty of opportunities to learn from the experts, and college students are encouraged to attend.

## Investors

eSports is already a \$1.3B industry. Videogaming is a \$150B global industry and bigger than Film and Music combined. And gaming and eSports are at the center of consumer trends toward digital presence and engagement described by "the metaverse", a space which has seen \$120 billion of investment dollars already in the year 2022. Learn about these consumer trends and meet the companies positioned to capitalize upon them.

## Endemic Gaming Companies

As a company embedded in the gaming scene, you know that the gaming industry continues to have strong growth projections for 2023 and beyond. Join us as a thought leader in discussing the past, present, and future of gaming and eSports.



APPLY for [SMART Trade Mission GEORGIA Cohorts](#), [New Market Expansion “NME” GEORGIA Training Cohorts](#), [Virtual Market Expansion “VME” GEORGIA Training Cohorts](#).

Join us to get access to local intelligence, resources, and contacts you need to plan your eSports market expansion strategy in the State of Georgia. [Learn more](#)