

Possible Expansion of Roles

Possible Roles for Municipally Funded Organizations

For the City and its partners, options exist for possible actions and roles that each organization could undertake in their existing mandates to close the gaps in Edmonton's esports ecosystem. However, Administration has heard from these organizations that esports is not a top priority for them, and that diverting organizational energy and limited resources to focus on this niche may not make sense, while other opportunities with a greater economic impact exist.

Reprioritization of work, as well as additional budget and resources, would likely be required to shift the focus to esports.

City of Edmonton (CoE):

The City may be best positioned in a liaison and barrier removal role for the ecosystem. Administration could work as an information and connection hub to bring together esports stakeholders in the business development, grassroots community, event, academic and interactive digital media sectors.

Edmonton Global (EG):

- EG notes that the region is ranked third globally in AI research which has the ability to enhance the user experience in video games. Additionally, it has currently attracted and retained world class talent to set up studios here and has more than 85 game development studios that are largely not esports focused.
- In pursuit of the advancement of esports, EG, with the support of Edmonton Screen Industries Office, could undertake a focus on the attraction of esports compatible game developers: multiplayer online battle arena (MOBA), first-person shooter (FPS), fighting, card, battle royale and real-time strategy (RTS) games are the most common associated with esports.
- EG maintained that additional resources and funding may be better spent on expanding ongoing work in artificial intelligence and nanotechnology which have more potential to impact a greater number of sectors.

Edmonton Screen Industries Office (ESIO):

- ESIO, similar to EG, would play a role in growing and/or attracting talent in the development of esports compatible games. In addition, ESIO may be able to pursue the growth, attraction or launch of a broadcast gaming arena or startup in Edmonton.
- ESIO maintains that if there were additional resources available, they should be funneled into the development of local Intellectual Property (IP) - per their current priorities - rather than developing esports. There are more reasons Edmonton has an edge in IP than in esports.

Edmonton Unlimited (EU):

- EU may be best positioned to support future bids on international events by helping to position Edmonton as a technological and innovation hub. Additionally, their existing mandate allows them to act as an incubator in many ways for growing local esports business ideas for market.

Explore Edmonton (EE):

- EE is already engaged in this market by working with TGS Esports - the company responsible for hosting KDays esports battle box, Game Con Canada - Edmonton's newest growth esports event entrant, and the Alberta Esports Association - the de facto provincial esports body. Their work would continue in this business event support role.