

Business Planning Application ‘Escore’ Livescore Esport Match: Case Study Revival TV

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Abstract

Electronic Sport, commonly abbreviated as Esport, is one of the newest forms of competition that is contested at Seagames 2018 as one of its sports. In the world itself, the esport ecosystem has been developing since the early 2000s and as its peak in 2017, one of the world-scale tournaments in the League of Legends game reached an audience of 216 million pairs of eyes, more than the Superbowl audience or the Champions League final as the top two matches in each the competition.

In Indonesia itself, esport has been very developed and several companies have started their business lines, wanting to be a professional team, media escort, event organizer, and provider of electronic money as a means of currency exchange in the game. All esport practitioners need data in the form of statistics that can be made as material for analysis, reviews, or references as a basic number in the overall growth of their business. For that reason, Revival TV as an esport media that embraces the ecosystem and the esport community wants to start a new business unit in terms of Livescore. Livescore itself is a fast real-time data system that can generate millions of numbers in every esport match in any game.

Keywords: Esport, livescore

1. Preliminary

Esports, which is the abbreviated form of Electronic Sports, can be defined as a form of sport that has an electronic system as its main aspect. Esports itself is facilitated by an electronic system between humans and computers as a mediation of input and output. Players, referees, and spectators are inputs, and the game results and the resulting statistical data are outputs in esports competitive games (Hamari, 2016).

In practical terms, esports refers to the competitive game scene, both professional and amateur, of a video game that is

systematically coordinated to produce leagues, leader boards, and tournaments that compete for prize money, where players from professional and amateur teams. Today, esports has become one of the fastest-growing forms of new media, which is supported by technological developments that continue to grow. Esports also generate audiences and can be categorized as entertainment, which encourages online media such as Youtube and Twitch which provide viewing entertainment services for game lovers. Unmitigated, this scene can attract millions of pairs of eyes and compete with conventional sports competitions.

1.1 Aim

Revival TV as a pioneer of the Indonesian esports world has a vision to introduce Indonesian esports to the world's eyes, and also reach potential fans of the esports industry in Indonesia to enjoy the presentation of the esports event concept that is presented.

Through research, the author determines several goals to be achieved both in terms of scientific research and also the development of new business units. Its aims are as follows:

1. Creating a mobile esports application in Indonesia with the type of esports livescore app
2. Developing a business from mobile esports applications in Indonesia

1.2 Subsubsection heading

Revival TV has been operating since October 2016, since it was formed, there are many development aspects that Revival TV has to deal with. The targets of different products must be faced by each division in Revival TV. For this reason, this case study thesis is designed and useful for Revival TV as follows:

1. Provide special access to the Indonesian people to obtain information related to esports matches and other supporting information
2. Help them attract communities, new consumers, esports business opportunities in Indonesia.

As pioneers in the field of esports media, they must be able to penetrate and develop their market with strategies that are not uncommon or have never been carried out by their competitors.

2. Industry description and internal analysis

The Esport Livescore app is a smartphone-based application that provides services around electronic sports and entertainment that can be downloaded and accessed on smartphones, tablet PCs, and other mobile devices, also, the Esport livescore app has different features. This causes a variety of choices in using which type of application to use, for example; knowing the match score of a particular tournament, knowing the match schedule of a particular tournament, watching streaming of a particular tournament, accessing the latest news about the world of esports, following and learning a trick in playing games that can improve the quality of playing, as well as other features which helps users to have a higher level of knowledge and playing techniques.

Esports has not only contributed to the entertainment of society but has now experienced an economic impact through sports tourism, broadcasting, and media rights, among other things. Applications related to esports will become an integral part of the entertainment industry. The application will carry out all monitoring of all live matches, and track playing ability, to view the match schedule.

Recognizing the potential to enter the esports market, several brands have made substantial investments into esports marketing (@influencermarketinghub, 2020), so the industry could see an impressive increase in revenue in recent years, according to Newzoo analysis, an average revenue increase of more than 30% per year, and most of that comes from app and brand contributions. In 2016, total esports revenue was \$493 million, around \$250 million of which came from app and brand investments. This was an increase of 33% year-on-year in 2017, where total revenue was \$655 million and investment from apps and brands was \$468 million.

Web and smartphone technologies are also penetrating the esports side of the business by assisting esports teams and helping them cultivate their capabilities, build deeper customer relationships, provide video streaming, drive value from data analytics and generate more revenue.

2.1 Revival TV

Revival TV, which started its operations in January 2017, was established as a community or collective game playing team under the name Revival Speed Drifters, then officially turned into a limited liability company under the name PT. Garuda Muthia Shandy. This company stands independently with trial and error policies in every scope of work. Although still less than three years old, Revival TV has recorded several achievements by presenting positive margins in its two years of existence.

Starting from the rise of the community and fans of mobile games in Indonesia (a game that can be played anywhere with the help of a smartphone), namely Mobile Legends and Player Unknown Battle Ground Mobile (PUBG M), this has attracted public interest in creating gaming communities or esports teams, professionals with different goals. These professional teams or communities compete to be the best players or the best teams in each class in Indonesia, both students and professionals. For this reason, the public also enjoys all shows related to the 2 games, from tournaments, news, interesting content, match reviews, as well as learning guides to improve their playing skills.

In this case, Revival TV already has human resources who have certain job desks and are directly related to the content and data that will be inputted in the livescore application.

3. Business description and product

Revival TV is a media or special portal for esports originating from Jakarta, Indonesia. Founded in 2017, based on a gaming community of 3 young people consisting of graphic designers, business students, and game lovers, they have one thing in common, namely to love the development of games in Indonesia.



Figure 1. Revival TV logo

Mission and Vision

As the number 1 media on the Indonesian Esports portal, Revival TV has a vision, "To be number 1 esports media and broadcasting in Indonesia". This vision comes with 3 missions, namely:

1. Being the best and fastest esports media in Indonesia
2. Providing the best and the most talented talents that can connect you to the esports community
3. Bringing you in the most memorable esports event through creative event planning, innovative event concept, and flawless execution

Revival Project

Revival Project, as a business unit of Revival TV, in its 2 years of establishment has succeeded in presenting quality content and shows in the esports world that makes it easy for fans to enjoy and make a positive contribution in every event it holds, one of which is the Esports President's Cup, BUBU Esports Tournament, and PUBG Mobile Indonesia National Championship with an audience of 1 million viewers in each match.



Figure 2. The Revival Project organizes a quality spectacle

This Revival Project is considered to be very helpful for the management of Revival TV as the largest revenue-generating business unit of any existing business unit. Their clients are big players in the world such as Moonton China as the developer and publisher of the Mobile Legends game and Tencent Gaming as the developer and publisher of the PUBG Mobile game for the Asian region.

Youtube Channel Revival TV

Revival TV as a content creator, has one of the creative business units on the on-demand streaming video platform, namely Youtube, currently has 376 thousand subscribers or loyal customers who enjoy every content that is broadcast on the channel.

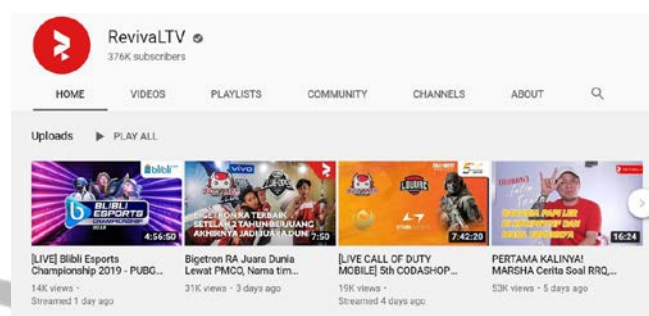


Figure 11. Youtube channel presents various types of content every day

The content that is broadcast on Revival TV is updated with 3 videos per week, dwelling on the behind-the-scenes life of professional players who are pursuing their respective fields, lifestyle, news about esports, broadcasting live streaming of ongoing events, or direct interviews with influential people in the world of esports entitled 'relaxing intimate'

This Revival TV channel also helps the company's operations by bringing loyal viewers and new viewers to help spread the positive spirit in the world of esports and shape it into a stable community, this channel has also been monetized with legal and allowed advertisements or ad sense on Youtube. .

Revival TV on Instagram

To meet its daily content needs, Revival TV also has a panel account on the Instagram platform. Instagram, which is addressed to @revivaltv, already has 67,494 thousand followers, it is updated every day and contains information about games and esports from all over the world.



Figure 3. Revival TV Instagram page

This platform is also useful as one stop information about Indonesian esports and the latest events that will be presented by the Revival Project. Every day, the content team will curate news materials such as sundries about foreign and domestic pro players, tips for dealing with every game you play, information about new games, or motivational quotes for yourself so that Revival TV connoisseurs can become a better person every day.

4. Solution and recommendation

The conclusions that can be drawn in this study are as follows:

1. Operational aspects: development efficiency will be the basic principle in running application operations, so application development within a year (before activation in the market) will experience trial and error
2. Marketing aspect: marketing strategies will be more massive if they can work directly with game developers such as Moonton Indonesia and Tencent Indonesia, these key partners are very crucial if they can work together so that the EScore development team can have APIs directly from game developers.
3. Financial aspects: The type of investment used in business financing requires a more detailed review if investors want to invest their capital.
4. Management aspect: The initial team that has a function for application development must have basic skills that are competent in their field

Recommendations

Although this business proposal was made to provide a more real, realistic, and detailed picture of the livescore business, due to limited time and resources, there are some shortcomings in this research that can be input for other researchers who want to take similar topics in the future. The suggestions that can be given for research on the same topic are as follows:

1. Conduct limited market testing with a dummy application so that later users will get a clearer picture of EScore, and can also be used as an initial reference in development
2. More discussions with insource, outsourced teams, potential users, communities, and also potential stakeholders who will later participate in developing applications
3. Researching more about the betting features in the mock up application in order to add to the uniqueness and completeness of the existing functions, so that it can attract more esports lovers and players in the esports ecosystem in Indonesia.
4. Dig deeper than practitioners who have been in the esports world for a long time.

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