

GAMERS OF HOUSTON

MAKE / PLAY / SUPPORT VIDEO GAMES

2018 VIDEO RECAP REPORT

It has been one year since Houston government leaders gathered to review the economic impact of the video game industry for this region. What trends are on the horizon? Who is making an impact in our city? What does the future hold? It's time for a 2018 review.

GamersOfHouston.com // <https://vimeo.com/274285715>



VIDEO TIMELINE INSIGHTS:

Mike Waterman, 00:22
President Visit Houston

- Esports is the future. 365 million fans.
- Position Houston as a global esports hub.
- Hosting esports will bring jobs and revenue.
- We need tax incentives to compete with Atlanta and Louisiana. They are doing a better job than Houston.
- We need to bring events like DreamHack to Houston.



Michael White, 01:11
IT Operations, Infinite GG

- Esports revenue in 2017 reached \$1.5 billion.
- By 2022, \$2.3 billion in projected revenue.



Peter Perez, 01:33
Esports Advocate & Consultant

- 2018 an exploding year for Esports.
- Global video game industry is now at \$137 billion in revenue as of the 1Q.
- Casual games now dominate the video game industry.
- N. America needs to capture the revenue.
- Most popular locations for esports jobs: remote 29%; N. America 52%; Europe 14%; Asia 2%.
- Most popular states for esports jobs: CA, NY, Washington, Washington DC
- Young people want these jobs.
- Collegiate teams on the rise.



Michael White, 02:10
IT Operations, Infinite GG

- Anyone can be an esports pro-player.
- Very accepting community
- 54% of gamers believe friendship is an essential part of playing.
- Relate to community and passion.
- 45% of gamers have made a friend through a game.
- Parents saw his passion and that his hard work was paying off.
- Learned more in esports than college.

Anastasia Snyder (Ink Rose), 02:41
YouTube Producer and Teen Entrepreneur

- Video games are a way to connect with people.
- People bond through them, just like watching traditional sports.
- Esports is a good way to develop a community.



Michael White, 03:12
IT Operations, Infinite GG

- People think esports is all fun and games, but it's not. It's a lot of hard work.

Dylan "Bosco",
Pro-Player, Rainbow Six Siege / Obey Alliance

- What does the team do? Daily, the team practices 4-6 hours; then do dry-runs for strategy; watch videos to see what mistakes were made. All prep for the real games.
- It was not his intention to be a pro-player but it happened due to his skill.
- Average esports player makes \$45,000 a year. Top pro-players \$3.3 million.
- Helped him grow out of being shy.
- Games offer a lot to people.
- 1/2 of America plays games. Kids through seniors (22% of seniors play; and moms, ages 35-54 years, are the top game player due to mobile gaming)
- In collage to secure a degree to use after pro-gaming.



Steve Cameron, 05:14
Conventions Manager, Cascade Games

- 20 years of providing table-top games at events for players who want to get off their screens, but still play with friends.



Michael White, 05:40
IT Operations, Infinite GG

- A college degree needs to be backed with experience.
- There are 60 college and university esports teams and programs nationwide.
- Players need to know how to monetize off it.
- Top sponsors of esports in 2017 are energy drinks; fast food; headsets; pc tech; pc hardware; gaming pcs; gaming software; esports news; gaming chairs.
- Many other active jobs besides being a pro-player such as Marketing, Management, Software Development, Business Development, etc.
- Esports players PLAY WITH THEIR FANS -- something traditional sport teams never do.

Dean Razavi, 06:55
Owner, Razbury Games

- Kickstarted the last game; this game won funding from New York State and self-funded.
- No game studios were funded by Houston dollars within the last year.
- No game studios moved to Houston within the last year.
- Austin is still winning with over 180 video game studios.
- Studios need so many jobs filled. Marketing, Business development, creative jobs, community management, legal, music, and software development.



Edwin Jack, Owner, 08:04
BareHand

- Indie game studio in Massachusetts.
- Loved games and went to school for animation.
- Did not want to be "under the narrative" of sports / rapping. Wanted to do what he loved.
- Bootstrapped his game, plus grant money.
- If Houston offered a financial incentive, he would be willing to move here.



Sean Bellinger, 09:02
Lead Artist, Six Foot / Team Grey Box

- Would love to bring DreamHack to Houston.
- Great opportunity for Houston to bring jobs and revenue
- A step forward to developing the entertainment industry in Houston.



Chris Buckner,
CEO FanReact and
Mainline
<https://mainline.gg>

- 09:53
- Mainline offers an online community platform.
 - Building a 1,000 seat esports arena.
 - Huge amount of desire in Houston. January event over sold at 700 seats (planned for 200).
 - Desire to build out the hub of esports in Houston.
 - Houston should be the home of esports nationwide. We can beat out LA and Las Vegas.
 - Need to take our city seriously and its rabid fan base.
 - People are moving to Houston to be a part of Mainline and FanReact. Massive amount of resumes coming in.



Njsane Courtney,
Principal Owner, Next
Level Game Club
<https://www.nextlevelgc.com>

- 11:00
- Next Level will be the premiere game club and lounge for tournament play.
 - Houston needs a game hub for its millions of players.
 - Partnering with schools to incentivize learning through game play.
 - Games motivate kids to learn.
 - Kids can learn coding and animation.
 - Houston falling behind in game jobs.
 - Games unite all cultures and backgrounds.
 - 2022 Olympics games will have esports as a metal sport.



Chad Modad,
Owner, Omniverse VR
<https://www.omniversevr.com>

- 13:09
- VR Game Arcade: 1 1/2 years of growth from 2 - 8 employees and doubling revenue.
 - Houston only has two VR arcades, while NY has six +.
 - Gaming for entertainment and serious games for education.
 - Corporate VR events and training.



Deanna Perez,
Mom Gamer

- 14:25
- Mother of two kids.
 - Games help learn rapidly. Should be used more for educational use.
 - Games improve problem solving, communication, resourcefulness and adaptability.
 - Personally, games helped her overcome being introverted.
 - Kids able to explore beyond limitations.
 - Games bond because people go through an experience together.



**Esports Fan,
Name Unsecured**

- 15:31
- Games allow deeper emotional connection.
 - Bring awareness to different stories like cancer.
 - Playing through a person's perspective rather than watching it brings about greater empathy.



**Karen Snyder, MFA
Digital Media Producer
& Adjunct Professor @
University of Houston;
Curator of Gamers of
Houston**

- 16:03
- Houston could become the leader in esports; serious games; and studio development.
 - ESPORTS SUMMARY: we are making progress by having our first team, the Houston Outlaws; building esports arenas such as Work America Captial's 1,000 seat arena scheduled for 2019; Visit Houston's efforts in securing more events; and entrepreneurs such as Chris Buckner, Njsane Courtney and Chad Modad developing new businesses that complement gaming.
 - Next steps: federal money for STEM jobs and incentives to woo studios and events.
 - Encourage collegiate teams for our colleges and universities.
 - Develop or encourage programs for elementary schools.
 - Bring a team to your district.
 - ENTERTAINMENT STUDIO DEVELOPMENT: There has been no progress in either bringing studios here or developing new ones.
 - We are not making progress on securing revenue from the \$800 million Texas generates in game development. Virtually all jobs and studios are still in Austin and Dallas.
 - Need financial incentives or re-location packages to woo studios.
 - SERIOUS GAME DEVELOPMENT: Currently working on a live-stream show is scheduled for July, 2019. Hosted by the Texas Medical Center's TMC Innovation Institute, the Healthcare Games Showdown is an Accelerator meets Hack-a-thon Game Jam in which medical and healthcare games or gamification concepts will be created by college students under the direction of medical and video game mentors.
 - <http://www.hgshowdown.com>



- Kevin Wu (Kev Jumba), a YouTuber with 2.8 million subscribers has signed on to the project. Locally, Kevin sold out the Stafford Convention Center last year with a live event. Between him and other kind hearted YouTube and Twitch creators we are already estimating 500,000 views per episode with 50,000 concurrent viewers.
- Audience wise, it will be about an 80 /20 split with 80% millennials and college audience, and 20% business leaders (angels, Venture Capital, healthcare leaders, etc).

CREATED BY:

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Lecturer of Digital Media @ the University of Houston
Curator of Gamers of Houston

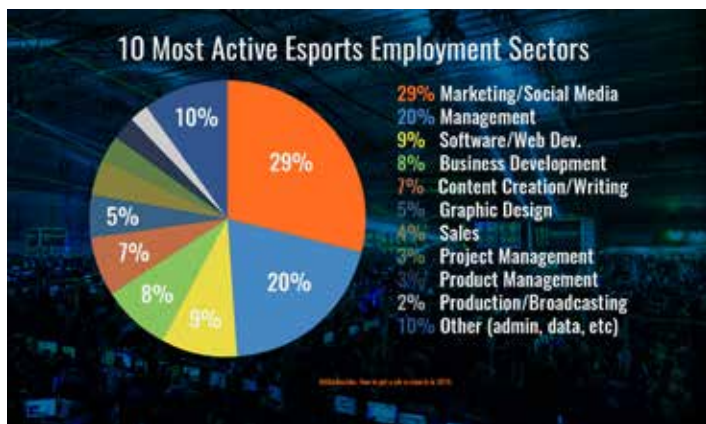
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Special thanks to all the fine folks willing to add their voice to this summary.





165 million Americans play video games

KIDS (6-14 YRS)
MOBILE FIRST GENERATION

STEREOTYPICAL TEEN GEEK
18 - 25 YRS, MALE & FEMALE

THE AVERAGE GAMER
35 YRS & MALE
THE "TYPICAL" GAMER

THE #1 MOBILE GAMER
35-54 YRS & FEMALE
THE "MOM" GAMER

THE 'RETIRED' GAMER
55+ DOMINATES BROWSER GAMES

Which one are you?

SOURCE: VentureBeat, 2014, ESA Essential facts, 2016, The Nielsen Company, 2016

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Read through the 2017 Economic Impact Report here:
http://www.transsevenstudio.com/pdf/g_GOH_Proposal.pdf



“Houston, to me, is the **powder keg**. We have a lot of wealth. We have a lot of industry. We have feeders [universities]. We have a lot of talent—but we’re just **looking for that match.**”

Ronnie Araya
2D / 3D artist



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