

S.B. 165

NEVADA  
ESPORTS  
COMMISSION

Presentation by Senator Ben Kieckhefer

# PURPOSE

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- S.B. 165 establishes the Nevada Esports Commission to sanction and regulate Esports competitions in the State of Nevada.

# WHY ESPORTS?

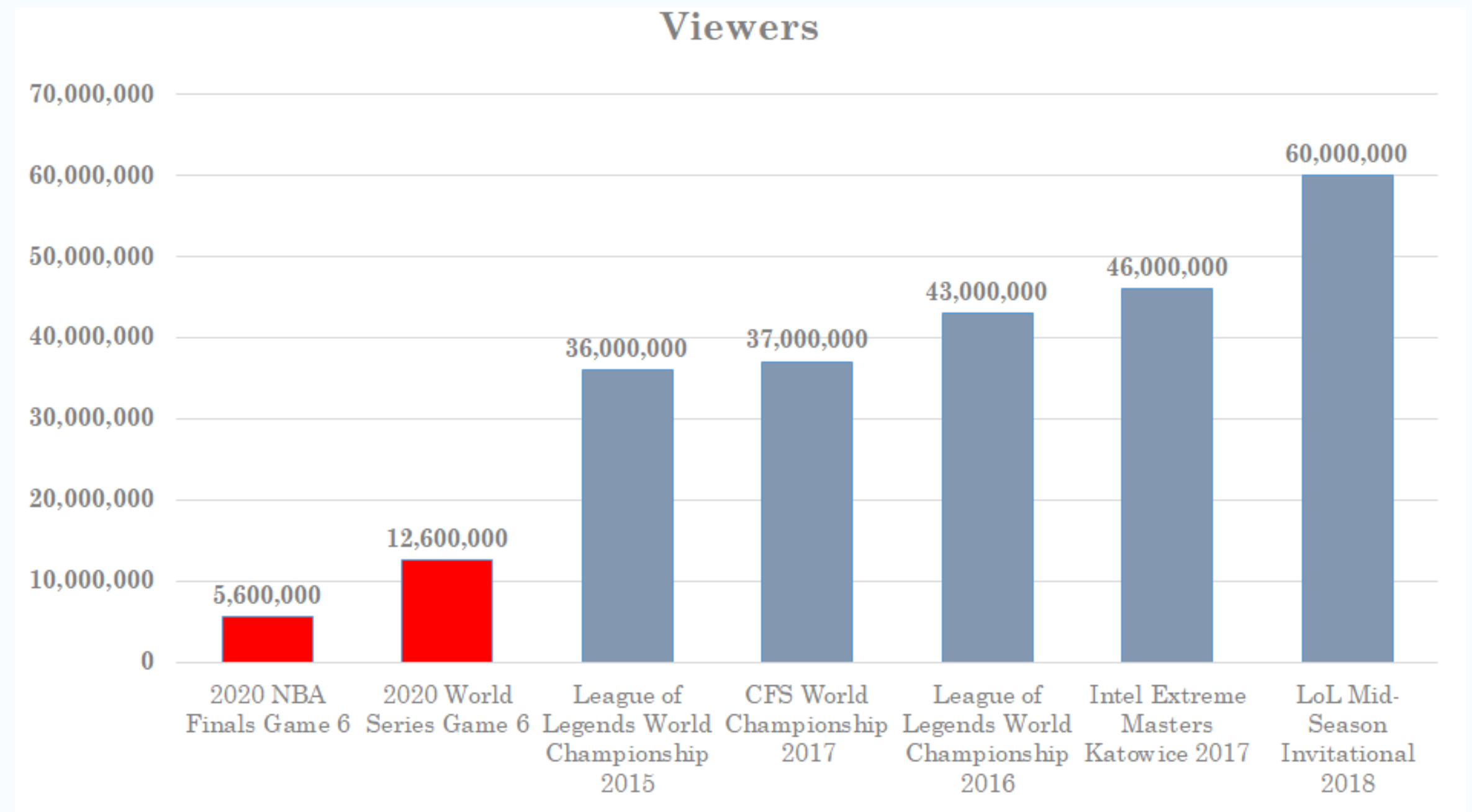
- **ESPORTS IS A CONTEST OF MULTI-PLAYER VIDEO GAMES. VIEWERS CAN WATCH EVENTS IN PERSON OR ONLINE THROUGH ONLINE SERVICES SUCH AS YOUTUBE AND TWITCH.**
- **ESPORTS IS ONE OF THE FASTEST GROWING MARKETS IN SPORTS AND ENTERTAINMENT, NATIONALLY AND INTERNATIONALLY.**
- **TOTAL ESPORTS VIEWERSHIP IS EXPECTED TO GROW AT A 9% COMPOUND ANNUAL GROWTH RATE (CAGR) BETWEEN 2019 AND 2023, UP FROM 454 MILLION IN 2019 TO 646 MILLION IN 2023.**
- **DIGITAL AD REVENUE ALONE IN THE UNITED STATES FOR ESPORTS HAS GROWN FROM \$142.5 MILLION IN 2018 TO AN ESTIMATED \$225.8 MILLION IN 2021.**

# ESPORTS INDUSTRY

- **ESPORTS CONSISTS OF BUSINESS LARGE AND SMALL OPERATING A COMPETITIVE SPORT THROUGH BOTH VERTICALLY INTEGRATED AND DISTRIBUTED INFRASTRUCTURE.**
- **VIDEO GAME PUBLISHERS CREATE GAMES AND OWN AND LICENSE THEIR INTELLECTUAL PROPERTY.**
- **TOURNAMENT ORGANIZERS CREATE EVENTS BOTH LARGE AND SMALL UNDER AGREEMENTS WITH PUBLISHERS. THESE EVENTS ARE BOTH PROFESSIONAL AND AMATEUR.**
- **IN SOME LEAGUES OWNED BY PUBLISHERS, TEAMS ARE CREATED AND FRANCHISED SIMILAR TO THE PROFESSIONAL SPORTS MODELS OF THE NFL OR MLB.**
- **LIKE ALL SPORTS, FANS AND CASUAL PLAYERS DRIVE THE INDUSTRY, AND GAME COMMUNITIES ARE CRITICAL TO ESPORTS SUCCESS.**

# ESPORTS POPULARITY

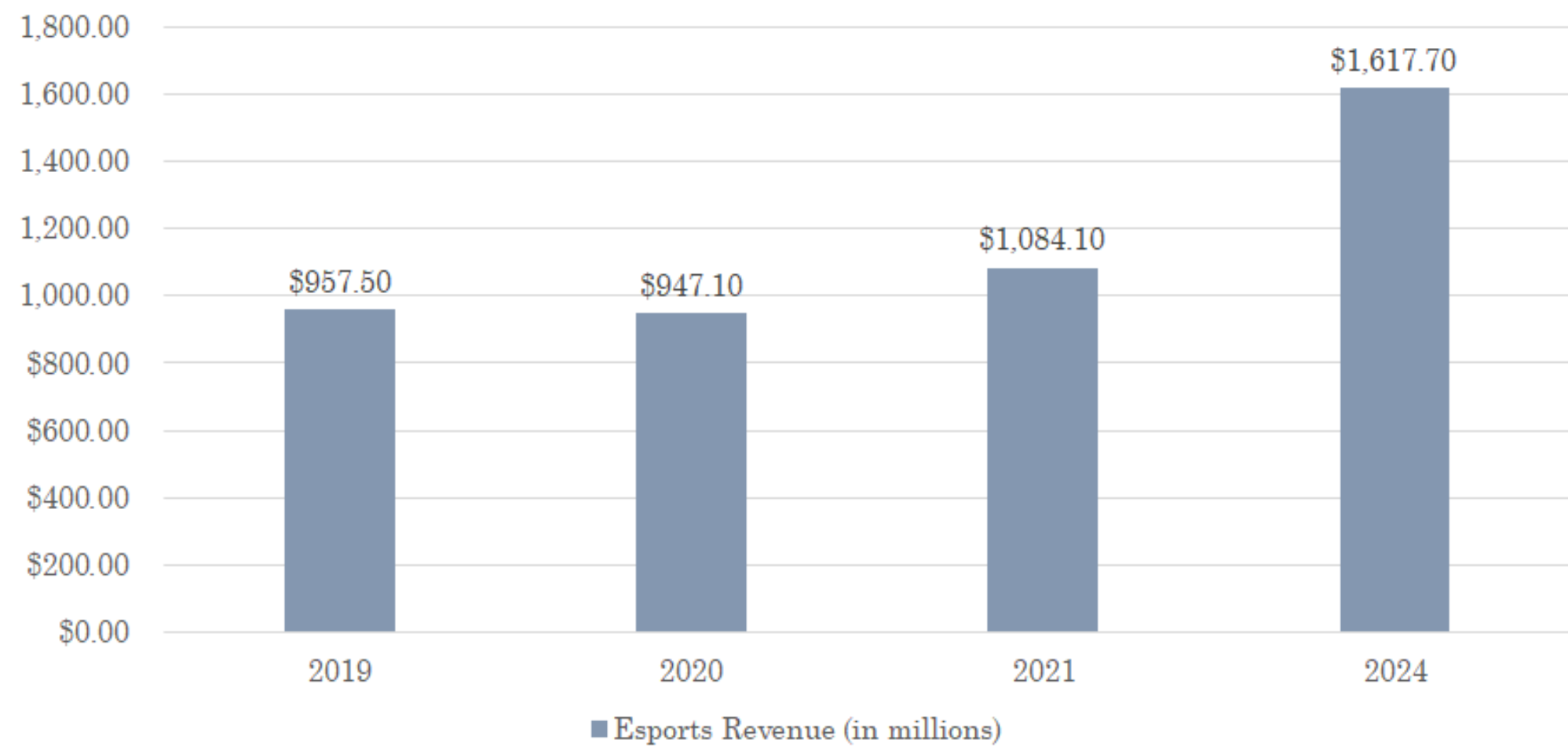
SOME OF THE LARGEST ESPORTS EVENTS HAVE EACH HAD MORE VIEWERS THAN THE 2020 NBA FINALS AND 2020 WORLD SERIES COMBINED



# REVENUE GROWTH ESTIMATES

2019-2024

Esports Revenue (in millions)



\*Newzoo

## ESPORTS CREATE JOBS

343%

INCREASE IN NUMBER OF ESPORTS  
JOBS POSTED ON INDEED FROM  
2015-2019

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In March of 2020 there were 180 Esports  
jobs posted per million listings.

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NUMBER OF STATES WITH AN  
ESPORTS COMMISSION

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# WHAT THIS BILL DOES

## ESTABLISHING THE NEVADA ESPORTS COMMISSION

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S.B. 165 establishes the Nevada Esports Commission, with members appointed by the Governor to 4-year terms. These members will have expertise in Esports, Information Technology, and Law Enforcement.

The Governor will also appoint an Executive Director who must not be a member of the Commission. The Commission will oversee and sanction Esports in Nevada.