

CHAPTER III

THE STAGE OF NORM CASCADE

The change from a community driven competition can be seen from several aspect. The table of Live Cycle of International Norm defined it actors as States, International Organization and Network. In this stage of Norm Cascade, the introduction of the norm is already conducted and now escalated into broader scope. In this stage the norm Entrepreneur and organizational platform is more focused into establishing an institution that not only promote but also regulate the competition.

A. The Establishment International Organization That Support

Video Game As Entertainment

Entertainment Consumers Association (ECA) is a United States-based non-partisan, non-government, non-profit organization dedicated to the interests of individuals who play computer and video games in the United States and Canada.

Mr. Hal Halpin, a game industry veteran and former president of the Interactive Entertainment Merchants Association (IEMA) – now called the Entertainment Merchants Association (EMA) – founded ECA in July 2006. The concept of the ECA was born following an IEMA board of directors meeting, in which Halpin recognized a need for consumer representation. The association was launched as a means for consumer rights advocacy following a string of anti-games legislation aimed at criminalizing the sale of certain video games. Although publishers were effectively represented by Entertainment Software Association (ESA) and retailers by

Entertainment Merchants Association (EMA), consumers of video games were virtually unrepresented until the launch of ECA

ECA is an ardent supporter of consumer rights and advocacy, specifically in defending and advancing the interests of gamers. The organization does this through a variety of initiatives including netroots and lobbying efforts at the state and national governmental level. ECA also coalition builds with like-minded organizations including First Amendment advocacy groups and parallel trade associations. The ECA is non-partisan and does not support, oppose or give money to any candidates or political parties.

The ECA Member division negotiates and offers reduced rates for members with various companies that sell game-related merchandise and services including; magazine and premium website subscriptions, discounts on game rentals and purchases and free or discounted admission to trade shows, conferences and concerts, etc... They provide programs for reduced-cost medical and life insurance, financial aid, tuition assistance and scholarship opportunities for members as well as career advice, job boards, resume writing aid and discussion forums and boards.

The association distinguished itself early by weighing in publicly on issues that the parallel trade associations did not, including standing in defense of the game Mass Effect and its developer, BioWare, during the related controversy surrounding supposed sexualization of the product. ECA issued a press statement calling on FOX News to retract the misleading story. ECA also was a founding member of the Gamers for Net Neutrality initiative, which sought to educate and empower gamer consumers

about the issues surrounding network neutrality as it relates to online gaming. Partnering with MoveOn.org, SaveTheInternet.com, and Games for Change, the coalition provides an educational area on ECA's website as well as digital advocacy tools for gamers. The association also established several other digital advocacy sub-groups including Gamers for Digital Rights, Gamers for Universal Broadband. Membership is not required to participate in any of the three grass roots initiatives.

On May 12, 2010 the ECA announced that they would be submitting an amicus curiae (friend of the court) document in support of the gaming industry in the upcoming *Schwarzenegger v. EMA First Amendment* case. The organization also stated that they intend to amend a consumer petition to their brief to request that the court find that games should continue to enjoy the same First Amendment protections as music and movies and not be legislated and regulated like alcohol, tobacco and firearms.

The State of California's case is an appeal urging the Court to adopt a new constitutional standard that would enable states to ban the sale or rental of violent video games for those under age 18. The Ninth Circuit Court previously found that there was no proof that playing such games would cause physical or psychological harm to minors. The appeals court also said the law was not the least-restrictive approach to protecting children from exposure to such games.

ECA was a coalition partner with Reddit, Google, EFF, Public Knowledge, Major League Gaming, Demand Progress and others in opposing the Stop Online Piracy Act (SOPA) and its counterpart, the Protect Intellectual Property Act (PIPA). The

association also stood opposed to the Copyright Modernization Act (C11) in Canada and the Anti-Counterfeiting Trade Agreement (ACTA), internationally The ECA merged a number of long-standing staple brands when forming the organization which lent it early credibility and built-in expertise in the respective fields. Among the more prominent brands was GamePolitics.com, a blog originally written and maintained by Dennis McCauley, now run by game journalist Pete Gallagher, the former Editor-in-Chief of GameDaily.com. GP, as it had come to be known in the business and by the site's fans, is an information portal for all matters related to game legislation and grass roots lobbying initiatives.

The organization also publishes a daily email-based electronic newsletter, ECA Today, which is mailed nightly to all members. The newsletter informs and educates gamers about current and potential anti-games legislation, and acts as a call to arms in the association's grass roots lobbying initiatives employing electronic advocacy. ECA also emails out a monthly members-only newsletter which keeps members abreast of the efforts being undertaken and advises the membership of new partnerships and coalitions it has joined. And the final two products are GameJobs.com, an interactive entertainment industry job board, and Video Game Yellow Pages (VGYP), which has served for over ten years as an online directory information for the games business.

The establishment of ECA given the opportunity to the video game competition a platform to access and leverage to the state. An international organization such as ECA is a part of process of the recognition of the competition as something more than a hobby. The ECA also give the norm of video game as competition to become more

widespread and broader support by combining many smaller organization into one bigger and more institutionalized.

There are also many state body that taken the electronic sport as a means to institutionalized the competition and also given a legitimacy to the event of the video game competition to be established and permission to be held here.

B. The Establishment of Governmental Institution and State's Recognition of Electronic Sport

There are already many states that establish and institution of eSport to organize it. However there are two notable recognition and establishment of institution that affect the international recognition of eSport. One of the recognition is from South Korea which also marked the beginning of the establishment of eSport organization in the other state and the recognition from USA about the eSport by allowing the eSport athlete as the reason to make Visa.

The Korea e-Sports Association (KeSPA) is a South Korean body established to manage e-sports in South Korea. KeSPA was founded in 2000 after the approval of the Ministry of Culture, Sports and Tourism. Its official goal is to make e-Sports an official sporting event, and to solidify the commercial position of e-Sports in all sectors. The organization manages the broadcasting of e-Sports, the formation of new events, and the conditions in which pro-gamers work, as well as encourage the playing of video games by the general population. In 2008 SK Telecom was given the leading position on its board, effectively making Seo Jin-woo the organization's president. KeSPA regulates broadcasting by e-sports television channels such as Ongamenet, MBC Game,

GOMtv, and Pandora TV, as well as 23 e-sports journalists and over twelve e-sports teams. Additionally, they have created a rankings system.

On May 11, 2012 after a slew of announcements from KeSPA regarding the transition between StarCraft: Brood War and StarCraft II, it was announced that they would be partnering with Major League Gaming, a US-based eSports organization to send KeSPA players to MLG events.

On October 27, 2014 KeSPA, alongside Riot Games and Ongamenet, issued a press release stating new policies directed toward the welfare Korean professional eSports players. Some of the major changes include a minimum salary for professional eSports players that is competitive with popular traditional sports, and setting a 1-year minimum for contracts between players and teams starting in the 2016 season. There were also many League of Legends specific changes that include limiting companies to have a minimum of one team with 10 players per team, and beginning a shift from tournament to league format for Korean Worlds qualifiers

KeSPA is one of the first and currently leading the development and the organization in the state scope, however there are also another organization that encompass not only the state of which the eSport organization placed but also joined by the similar eSport organization throughout the world.

The International e-Sports Federation was founded in August 8, 2008 by nine e-Sports associations from Denmark, South Korea, Germany, Austria, Belgium, The Netherlands, Switzerland, Vietnam and Taiwan, and held its first general meeting in November of the same year.

A year later, in December 12, the IeSF was able to host its own international tournaments, starting with the "IeSF challenge" in 2009, followed by "IeSF Grand Finals" in 2010, and the "IeSF World Championship" in 2011 and onward.

2012 saw a massive breakthrough for e-Sports and the IeSF, as the IeSF 2012 World championship presented an e-Sports tournament for women for the first time.

In July 7, 2013, IeSF was selected as counterpart for the electronic sports discipline of the 4th Asian Indoor and Martial Arts Games. This was a big breakthrough for e-Sports and the IeSF, as the branch was introduced in an Olympic event for the first time.

In May 2013, IeSF was approved as the official signatory of the World Anti-Doping Agency in the branch of e-Sports. In July 2013, IeSF submitted an application to join Sport Accord, and is expected to be approved as a temporary member in April 2014. In November 2013, IeSF saw a successful overseas launch of its events, as the IeSF 2013 World Championship and the 2013 General Meeting was held in the city of Bucharest, Romania, in what was the first time of an IeSF event held outside of South Korea. In May 2014, IeSF was approved for membership by TAFISA. The IeSF will be represented at the 2016 TAFISA World Games for All, to be held in Jakarta.

In 2014, IeSF restricted female players from participating the in Hearthstone tournament, as part of the World Championship division of tournament into male and female sections. IeSF later revised the policy, uniting the section into open-for-all tournaments while maintaining female-only tournaments with smaller prize pool

Right now International e-Sports Federation (IeSF) also announced a partnership of cooperation exchange between e-Sports and athletics, as signing partnership MOU with the “Athletics for a Better World” powered by International Association of Athletics Federations (IAAF) at the Sochi EXPO Centre, the venue of the 2015 Sport Accord Convention in Sochi, Russia on April 21, 2015. IAAF is an international sports federation which retains 214 member nations with more than 100 years of history.

Athletics for a Better World has offered the partnership to IeSF on account of possibility and vision of e-Sports as official sports with high popularity among young generation and its rapid growth. IeSF Board has approved such partnership with a positive consideration on the proposal from them.

IeSF became an official signatory of WADA (World Anti-Doping Agency) in 2013, and recognized by TAFISA (The Association for International Sports for All) in 2014. And at this moment, partnership with IAAF will enhance IeSF’s status as official international sports federation. This is the first time for IeSF to have partnership with other sports discipline. As starting with Athletics which has the largest number of member nations and athletes, IeSF will continuously cooperate with many sports disciplines and international sports governing bodies. This effort will bridge the gap between traditional sports and e-Sports.

Through this partnership, IeSF will participate in “Athletics for Better World” program powered by IAAF which is to deliver a positive contribution in the areas of health, environment, social inclusion and peace through athletics. IeSF is planning to

actively promote soundness of athletics, and promote health and e-Sports activities to all e-Sports member nations and e-Sports fans.

Moreover Athletics for a Better World, whose ambassadors include former Olympians Jackie Joyner-Kersey, Paula Radcliffe and Wilson Kipketer, will look to develop training plans and fitness programmes to help professional and recreational gamers alike perform at the highest levels. The IeSF will also benefit from the IAAF's knowledge as a governing body with over a 100 years' experience. There they will develop plans for the future of their partnership including live demonstration workshops with some of the world's top professional gamers, as well as Olympic athletes who have all expressed a love of computer games, such as Aries Merritt (USA, Gold medalist in 2012 London Olympics men's 100m hurdles), Warren Weir (Jamaica, Bronze medalist in 2012 London Olympics men's 200m race) and Christian Taylor (USA, Gold medalist in 2012 London Olympics men's triple jump).

Mr. Nick Davies, the Deputy General Secretary of IAAF addressed, "As the number one Olympic sport we are always looking at new ways and new means of technology to help engage young people and encourage them to take up athletics. E-Sports is one of the fastest growing sports in the world and we're delighted to become the first governing body to partner with the IeSF. We look forward to a prosperous relationship and can't wait to start working on new and exciting opportunities together".

IeSF president, Mr. Byung Hun Jun said "This partnership will definitely enhance the status of IeSF within the international sports society, and it is a reflection that

international sports society is continuously paying attention on e-Sports. By showing soundness of e-Sports and continuous exchange with international sports society, IeSF will keep endeavour to make the e-Sports to be recognized as official sports

The partnership of IeSF with many established international organization is an act of both institutionalizing and furthering the recognition of eSport. This move of partnership is can also be considered as a form of institutionalization in the norm cascade stage because of the goal, as the president of IeSF said, is a recognition of eSport as official sport.

The KeSPA is an eSport organization that initially supported by its state, the South Korea. The establishment of the said organization giving a new look of capability of the video game to be seen as a sport. However there are also a recognition that fuelled by a non governmental organization that lobbied the government for the recognition of eSport

Dustin Beck, vice president of eSports at Riot, told NBC News that the change in policy for the recognition of eSport through the allowance of its Visa is both for the field in general and the professional who choose eSport as the career

Previously, foreign player, especially the one from Canada, have difficulty to come to the USA as an eSport athlete because the issue of Visa. As a necessity paperwork for visiting another state, Visa require the visitor to mention the reason of the visit and because eSport is not officially have formal recognition from the USA government, the reason of visiting USA to join or watch the eSport tournament is invalid and thus giving the visitor a difficulty to enter the state.

While immigration procedures might not have been so burdensome that they kept players away from competing in championships hosted in the U.S. entirely, Mike Sepso, the co-founder and president of Major League Gaming, said that many individual eSports and players stand to benefit because the new immigration policy allows for more flexibility in the creation and managements of teams in the US.

The co-founder also said the benefit of having the visa is by the fact that y getting the visa, the permission of staying for 5 years given and made it easier for the athlete to live in the USA and train together rather than have to go back to the visitor state constantly due to the lack of visa.

Dave Walsh, a former eSports athlete who dominated the professional "Halo" circuit under the gamer tag "Walsall" until his retirement in March 2012, agreed, saying that the eSports community has been extremely proactive.

Walsh, who has been sponsored by brands like Dr. Pepper and Red Bull throughout his 11-plus years in eSports, said that he didn't think new brands would be tripping over themselves to start sponsoring more gamers just because they're now technically considered athletes. But, he said, "maybe this means they will start looking at us more closely."

"Most importantly, I think it's just recognition by a federal government body that, hey, an eSport isn't that different from golf or tennis or any other sport where the government would issue a visa to an athlete," Sepso added.

Beck of Riot Games told NBC that the company has been lobbying U.S. immigration services for the past six months, with the tipping point coming from the inception of a weekly "League Championship Series."

Before the recognition of the visa, the tournament cannot last long and only happened for a short amount of time because of the limitation of staying permission. After the recognition, it is easier to have a more organized and longer event and also easier to give the athlete proper lodging and facility.

"Effectively we were able to prove that professional eSports is a full time job for these talented young players, practising 10-12 hours a day with their team-mates and competition in regular matches and the government took note," Beck said.

Whether or not the weekly matches were the final tipping point to change immigration policy, the numbers behind a game like "League of Legends" had jumped enough to boost the game's legitimacy as well.

Ben Goldberg, senior manager of partnerships at Twitch, a video game live-streaming platform that attracts 38 million unique visitors in a given month, told NBC News in an emailed statement that Lob's premiership has "nearly tripled" since last year, with some 450 million views in June alone. Sepso said that at a given professional circuit competition, he expects to see around 20,000 people in attendance, with another 3 million viewing the match online through a service like Twitch.