



INTERNATIONAL  
OLYMPIC  
COMMITTEE



Global Association  
of International  
Sports Federations

# THE ESPORTS FORUM

20-21 JULY 2018  
THE OLYMPIC MUSEUM  
LAUSANNE, SWITZERLAND

### Event Overview:

Organised by the International Olympic Committee (IOC) and the Global Association of International Sports Federations (GAISF), **The Esports Forum** will bring together leading figures within the esports industry and the Olympic Movement to discuss opportunities for further engagement and interaction.

Following the October 2017 Olympic Summit Declaration, which called upon the Olympic Movement to explore engagement with the esports industry, there has been increased dialogue and collaboration between the world of esports and the Olympic Movement. Therefore, it is an ideal time to build and foster this critical touchpoint between the two movements, encouraging conversations in which diverse views and opinions can be shared.

The Esports Forum will take place on the evening of Friday 20 July and all day on Saturday 21 July in Lausanne, Switzerland at The Olympic Museum. On Friday 20 July, all Forum guests are invited to attend a networking dinner to kick off this historic event. The programme on Saturday 21 July will feature high-level panels, one-on-one interviews, interactive breakout discussions, and multiple networking opportunities.

Participants will include leading stakeholders in the esports industry, including game publishers, event organisers, integrity bodies, players, teams, broadcasters, media, independents, academics, and representatives of the Olympic Movement, including IOC Members, Olympians, commercial partners, rights holding broadcasters, representatives of International Sports Federations and National Olympic Committees.

### Key Objectives:

- ✓ Build joint understanding between the esports industry and the Olympic Movement regarding the Olympic values & structures.
- ✓ Set a platform for joint engagement between the esports industry and the Olympic Movement clarifying the next mutually beneficial steps in the engagement.



**FRIDAY, 20 JULY 2018**



18:00 – 19:00 **PRIVATE VIEWING OF THE OLYMPIC MUSEUM**

19:00 – 21:00 **EVENING RECEPTION AT THE OLYMPIC MUSEUM**

- 19:00 Opening remarks by IOC President, **Thomas Bach**
- Olympic Movement overview by GAISF President, **Patrick Baumann**
- Opening of the Esports Demo Zone

19:45 League of Legends Explanations & Viewing Party (by Riot Games)

- 19:45 – 19:50 Five-minute video
- 19:50 – 20:00 Short explanation (by Carlos “ocelote” Rodriguez)
- 20:00 – 20:45 Live match (Splyce vs Giants Gaming)

**SATURDAY, 21 JULY 2018**

08:30 – 09:00 **WELCOME COFFEE AT THE OLYMPIC MUSEUM**

09:00 – 09:05 **WELCOME REMARKS**

*Auditorium*

- **Patrick Baumann**, President, GAISF

09:05 – 09:50 **PANEL: THE WORLD OF ESPORTS**

*Auditorium*

Leading esports industry executives will share their thoughts on where the industry is now, what the current priorities are, and what they would like to see in terms of collaboration opportunities with the Olympic Movement.

**MODERATOR: Rick Fox**, Former Professional Basketball Player & Owner, Echo Fox

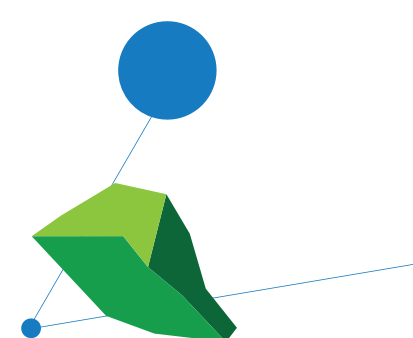
- **Kim Cheolhag**, Secretary-General, Korea e-Sports Association (KeSPA)
- **Nicolo Laurent**, CEO, Riot Games
- **Mike Morhaime**, President & CEO, Blizzard Entertainment
- **Ralf Reichert**, Founder & CEO, Electronic Sports League (ESL)

09:50 – 10:05 **CONVERSATION: WHAT DEFINES THE OLYMPIC MOVEMENT?**

*Auditorium*

In this session, President Bach will have a conversation with an esports player, and this conversation will shed light on the various factors and events that have shaped the Olympic Movement as we know it today as well as provide insight on where it is headed.

- **Thomas Bach**, President, IOC
- **Jacob “Jake” Lyon**, Professional Esports Player, Overwatch



10:05 – 10:35

## ASIA IN FOCUS: HOW ESPORTS WERE ACCEPTED INTO THE ASIAN GAMES

### *Auditorium*

In this discussion, the President of the Association of National Olympic Committees (ANOC) will shed light on the Olympic Movement's engagement with the esports industry at the regional and national level, as well as the inclusion of esports as a demonstration sport in the 2018 Asian Games and a medal event in the 2022 Asian Games. Questions to be explored include: How do the National Olympic Committees view engagement with the esports industry? Why were esports included in the upcoming Asian Games, and which stakeholders and partner organisations were involved in the decision? What does this mean for the future of continental sport competitions and the work of National Olympic Committees?

**MODERATOR: Rick Fox**, Former Professional Basketball Player & Owner, Echo Fox

- **Sheikh Ahmad Al-Fahad Al-Sabah**, President, Association of National Olympic Committees (ANOC)

10:35 – 10:45

## SPOTLIGHT ON PYEONGCHANG

### *Auditorium*

As one of the top esports sponsors and a worldwide Olympic Partner, Intel hosted the Intel Extreme Masters PyeongChang demonstration ahead of the 2018 Olympic Winter Games in PyeongChang, which showcased the excitement and influence of esports. In this session participants will see the highlights of the event, and learn more about what Intel has planned for the future.

- **John Bonini**, Vice President, Client Computing Group & General Manager, Esports and Gaming, Intel

10:45 – 11:10

## NETWORKING COFFEE BREAK

### *Level 2*

- Featuring esports demo and media interview area

### **Hearthstone: Explanations & Showmatch (by Blizzard)**

- Five-minute explanation by Dan "Frodan" Chou
- Exhibition match: Franck "Fr0zen" Zhang vs Thomas "Sintolol" Zimmer (cast by Dan "Frodan" Chou)

11:10 – 11:55

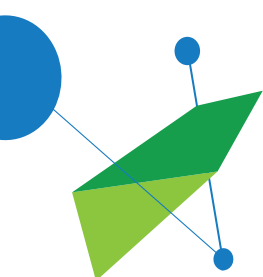
## FUTURE OPPORTUNITIES FOR COLLABORATION

### *Galleria, Level 2*

From major sporting events hosting esports demonstrations to International Sport Federation formally incorporating esports into their portfolio of activities, the opportunities for collaboration between traditional and esports are massive. How will the traditional sports world adapt to the growing popularity of esports? What is the role that esports will have within the Olympic Movement going forward?

**MODERATOR: Rick Fox**, Former Professional Basketball Player & Owner, Echo Fox

- **Sean Bratches**, Managing Director, Commercial Operations, Formula 1
- **Chong Geng Ng**, President (pro tem), Singapore Esports Association
- **Mark Rein**, Vice President & Co-Founder, Epic Games
- **Susanne Schödel**, Secretary-General, World Air Sports Federation
- **Todd Sitrin**, Senior Vice-President & General Manager, Competitive Gaming, Electronic Arts



11:55 – 12:10

## INTERVIEW: A DAY IN THE LIFE OF PROFESSIONAL ESPORTS PLAYERS

*Galleria, Level 2*

This session will take a detailed look at the lives of two professional esports players and what it takes to be an esports champion.

**MODERATOR: Rick Fox**, Former Professional Basketball Player & Owner, Echo Fox

- **Stephanie “missharvey” Harvey**, Canada, Five-Time World Champion, Professional Counter-Strike: Global Offensive Player, Counter Logic Gaming Red
- **Tim “S04 Tim Latka” Schwartzmann**, Professional FIFA Player, Schalke04 Esports

12:10 – 12:55

## PANEL: GENDER EQUALITY IN ALL SPORTS

*Galleria, Level 2*

Promoting gender equality in all industries, from business and politics to entertainment and sport, is a very important issue that is hugely relevant in today’s world. However, much remains to be done to ensure that women and girls are given equal opportunity to succeed, are provided fair and equal pay, and are protected from discrimination, harassment, and abuse. This session will discuss the challenges both the esports and traditional sport industries face related to gender equality, and it will share recommendations for the future.

**MODERATOR: Rick Fox**, Former Professional Basketball Player & Owner, Echo Fox

- **Amber Dalton**, Founder, PMS Clan & Director of Sponsorship and Sales, Global Events, Twitch
- **Jens Hilgers**, Founding Partner, BITKRAFT Esports Ventures
- **Sarah Lewis**, Secretary-General, International Ski Federation (FIS) and the Association of International Olympic Winter Sports Federations (AIOWF)
- **Maria Stukoff**, Director, Maker Space, The University of Salford

12:55 – 14:00

## NETWORKING LUNCH

*Level 2*

- Featuring esports demo and media interview area

### FIFA 18: Explanations & Showmatch (by Electronic Arts)

- Five-minute explanation (by Richard Buckley & Brandon Smith)
- Exhibition match: Tim “Latka” Schwartzmann vs Timo “TimoX” SIEP (cast by Richard Buckley & Brandon Smith)

### Starcraft II: Explanations & Showmatch (by Blizzard)

- 10-minute explanation (by Mike Morhaime)
- Exhibition match: Théo “Ptit Drogo” Freydière vs Dario “TLO” Wunsch (cast by Dan “Frodan” Chou & Yoan “ToD” Merlo)

The afternoon programme will feature a series of **ROUNDTABLE DISCUSSIONS**, each focused on a different theme (Sports Organisations, Media/Broadcasting, Athlete Perspective, Investor Perspective). The format for these sessions will be moderator-led with informal discussions, designed to encourage maximum audience participation and interaction to ignite an open dialogue among those who are present.

14:00 – 15:00 **ROUNDTABLE DISCUSSION 1: SPORTS ORGANISATIONS– GOVERNANCE, STRUCTURES, AND BEST PRACTICES**

*Galleria, Level 2*

This roundtable will explore what “good governance” means in the context of sport organisations, what the structures of esports federations and traditional sport federations look like, challenges these federations face, and what both types of organisations can learn from each other.

**FACILITATOR: Kit McConnell**, Sports Director, International Olympic Committee

- **Raffaele Chiulli**, President, Association of IOC Recognised International Sports Federations (ARISF)
- **Sangwon Leopold Chung**, Secretary-General, International e-Sports Federation
- **Hans Jagnow**, CEO, Esports Bund Deutschland
- **Chester King**, Founder & CEO, British Esports Association
- **Ser Miang NG**, IOC Executive Board Member
- **Nate Nanzer**, Commissioner, Overwatch League
- **Chris Overholt**, Chief Executive Officer & Secretary General, Canadian Olympic Committee
- **Jan Pommer**, Director, Team Relations, Electronic Sports League (ESL)
- **Carlos “ocelote” Rodriguez**, Founder & CEO, G2 Esports

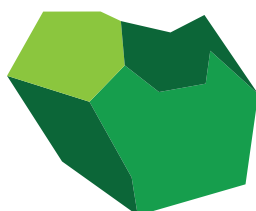
14:00 – 15:00 **ROUNDTABLE DISCUSSION 2: MEDIA/BROADCASTING – HOW TO REACH YOUR FANS**

*Auditorium*

In this round table will discuss the media and broadcasting landscapes in both traditional sports and esports, the differences between these landscapes, how new technologies are affecting the media and broadcasting environment, how each stakeholder is targeting the youth demographic, and more.

**FACILITATOR: Mark Parkman**, General Manager, The Olympic Channel

- **Lester Chen**, Global Head of Esports, YouTube
- **Raymond Goldsmith**, CEO, International Sports Multimedia, Official Interactive Gaming Partner of the IOC
- **Todd Pawlowski**, Senior Vice President, Live Experiences, Blizzard Entertainment
- **Robert Simmelkjaer**, Senior Vice President, NBC Sports Ventures



15:00 – 16:00

### ROUNDTABLE DISCUSSION 3: THE ATHLETE PERSPECTIVE

#### *Galleria, Level 2*

In this round table, Olympians and professional esports players, will discuss what defines an athlete, the training routines of traditional athletes and esports players, what challenges athletes and players face, how they view health and wellness, and more.

**FACILITATOR: T.L. Taylor**, Professor, Gaming, Online Communities & Esports, Massachusetts Institute of Technology (MIT)

#### **Olympians:**

- **Abhinav Bindra OLY**, Indian Olympian, Shooting – Sydney 2000, Athens 2004, Beijing 2008, London 2012, Rio 2016
- **Anthony Ervin OLY**, United States Olympian, Swimming – Sydney 2000, London 2012, Rio 2016
- **Ana Jelušić OLY**, Croatian Olympian, Alpine Skiing - Salt Lake 2002, Torino 2006, Vancouver 2010
- **Sarah Walker OLY**, New Zealand Olympian, Cycling-BMX - Beijing 2008, London 2012

#### **Professional Esports Players:**

- **Stephanie “missharvey” Harvey**, Canada, Five-Time World Champion, Professional Counter-Strike: Global Offensive Player, Counter Logic Gaming Red
- **Chan “Deer” Ka-Ching**, Captain & Video Gamer, PandaCute
- **Jacob “Jake” Lyon**, Professional Overwatch Player
- **Kim “Geguri” Se-yeon**, Professional Overwatch Player, Shanghai Dragons
- **Dario “TLO” Wunsch**, Starcraft II Player, Team Liquid

15:00 – 16:00

### ROUNDTABLE DISCUSSION 4: THE INVESTOR PERSPECTIVE

#### *Auditorium*

In this round table, esports investors, sponsors, and traditional sports owners/investors who are investing in esports will engage in conversation regarding how esports and traditional sports can work together for mutual benefits.

**FACILITATOR: Timo Lumme**, Managing Director, Television and Marketing Services, International Olympic Committee

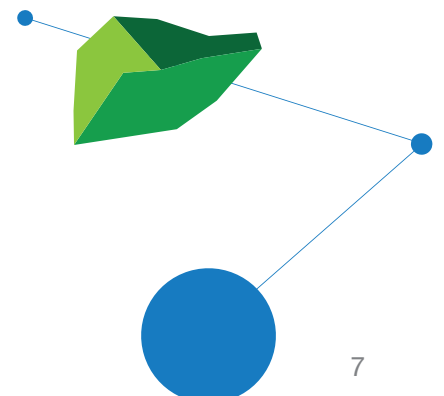
- **John Bonini**, Vice President, Client Computing Group & General Manager, Esports and Gaming, Intel
- **Jens Hilgers**, Founding Partner, BITKRAFT Esports Ventures
- **Andy Hunt**, CEO, World Sailing
- **Jarred Kennedy**, Co-Head of Esports, Riot Games
- **Aaron Ryan**, Senior Vice President, Business Operations, NBA 2K League

16:00 – 16:15

### NETWORKING COFFEE BREAK

#### **Overwatch: Explanations (by Blizzard)**

- 15-minute presentation/explanation by Nate Nanzer



16:15 – 16:45

**PANEL: BREAKOUT SUMMARIES**

*Galleria, Level 2*

Featuring one representative from each breakout, this discussion will summarise the key points made in each session to ensure all Forum participants are up-to-speed regarding the outcomes of each discussion.

**MODERATOR: Rick Fox**, Former Professional Basketball Player & Owner, Echo Fox

- **Timo Lumme**, Managing Director, Television and Marketing Services, International Olympic Committee
- **Kit McConnell**, Sports Director, International Olympic Committee
- **Robert Simmelkjaer**, Senior Vice President, NBC Sports Ventures
- **T.L. Taylor**, Professor, Gaming, Online Communities & Esports, Massachusetts Institute of Technology (MIT)

16:45 – 17:00

**CLOSING REMARKS**

*Galleria, Level 2*

- **Patrick Baumann**, President, GAISF
- **Thomas Bach**, President, IOC

17:00 – 19:00

**NETWORKING COCKTAIL**

*Level 2 Terrace*

