

The background of the cover is a photograph of a large esports arena. The stage is illuminated with purple and blue lights, and a large crowd of spectators is visible in the stands. The text is overlaid on this image.

E-SPORT

INVESTING BIBLE

**WHAT YOU OUGHT
TO KNOW TO MAKE
SERIOUS MONEY BY
BETTING E-SPORTS**

Jake Zywiol & Trey Richards

— E-Sport —
Investing
Bible

Jake Zywiol & Trey Richards

With a viewership bigger than Stanley cup or masters and the prize funds of over 200millions, Esport is quickly becoming the Next Big Thing! Even still, not many are aware of this, but there is serious money flowing through the E-sports sports industry. The game you love doesn't have to just be a hobby anymore. With the right tools, anyone can be very successful and profitable betting eSports. Our book is designed to jump start your winnings on eSports! We will take you by the hand and show you the most profitable systems and strategies to help you be a consistent winner!

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What is eSports? From tiny events to sold out national stadiums



The sport might be fantasy, but the money you are going to win is REAL! Even still, not many are aware of this, but there is serious money flowing through the fantasy sports industry. The game you love doesn't have to just be a hobby anymore. With the right tools, anyone can be very successful and profitable playing fantasy sports.

Our book is designed to jump start your winnings on any daily fantasy sports site. We will take you by the hand and show you the most profitable systems and strategies to help you be a consistent winner.

Ashton Kutcher, Mark Cuban, Omay Hamoui and Jay H. Eum are just a couple of big investors among thousands of entrepreneurs and multi-billion organisations that are laying substantial interest in a newly developed niche market. Welcome to the next generation of professional athletic sports which takes place on virtual servers.

Why do people play games? Why would anyone spend over 72 hours per week in front of a computer screen dedicating themselves to mastery of a form like this? What leads them to believe that there is a future in gaming? Those are just a number of questions that are being tossed around in the current times.

Esports (also referred to as competitive gaming, electronic sports or pro-gaming) is a term used to describe organized multiplayer video game competitions, mainly between professional gamers – those that compete for money on arenas around the globe. Gaming for a living always seemed like some sort of adolescent dream growing up. Being paid to play your favourite games may have only been fantasized by many however now in the current years, with the right mindset, hardworking attitude and a talent, anyone can give it a real shot at becoming a professional gamer. Electronic Sport has exploded worldwide; with it the gamers ranged between 15 and 30 years old are playing games for their living. Selectively from the millions that play titles such as League of Legends, Starcraft 2, DoTA2, Counter Strike and few others, there are a variety of certain individuals who can consider themselves professional gamers that play games for a living. In the current years, many of the top gamers are capable to pull in six figures across salaries, sponsorships, streaming and tournament winnings.

CURRENT SIZE OF ESPORTS GAMES

	PLAYERBASE
League of Legends	67,000,000
World of Tanks	60,000,000
Call of Duty	40,000,000
HeartStone	30,000,000
Defense of the Ancients 2	26,000,000
Team Fortress 2	20,000,000
Counter Strike Global Offensive	5,400,000
SMITE	4,000,000

In the present stance, gaming is considered as a waste of time by many, enjoyed by millions and deeply delved by few. The perception on eSports can be taken from the speech given by John at Blizzcon finals of Starcraft 2 in 2011, “Many of my friends would say, ‘it’s just a game, John, quit it’. Being here today, people from all over the world being together and sharing this moment is something that politics or money can’t do. It’s a miracle,” Said Jun Kyu Park. Such gamer describes the journey of many other professional athletes that struggled for years to express their passion to the families and friends who often saw gaming as just a bit of fun and nothing beyond. Life of a pro gamer requires uncommon discipline and perseverance, as the bumps along the road are as hard outside the game as they can be within it. Majority of parents won’t respect it, holding on to the ideology of their son or daughter being a future doctor or pilot. It will take many more years for eSports to find its acceptance within certain cultures and generations of people, many of whom are being completely misinformed by a lot of biased information from the mainstream media which for many years has given gaming negative publicity. Even in the current stance such remarks are made however immediately tackled by people from within the industry.

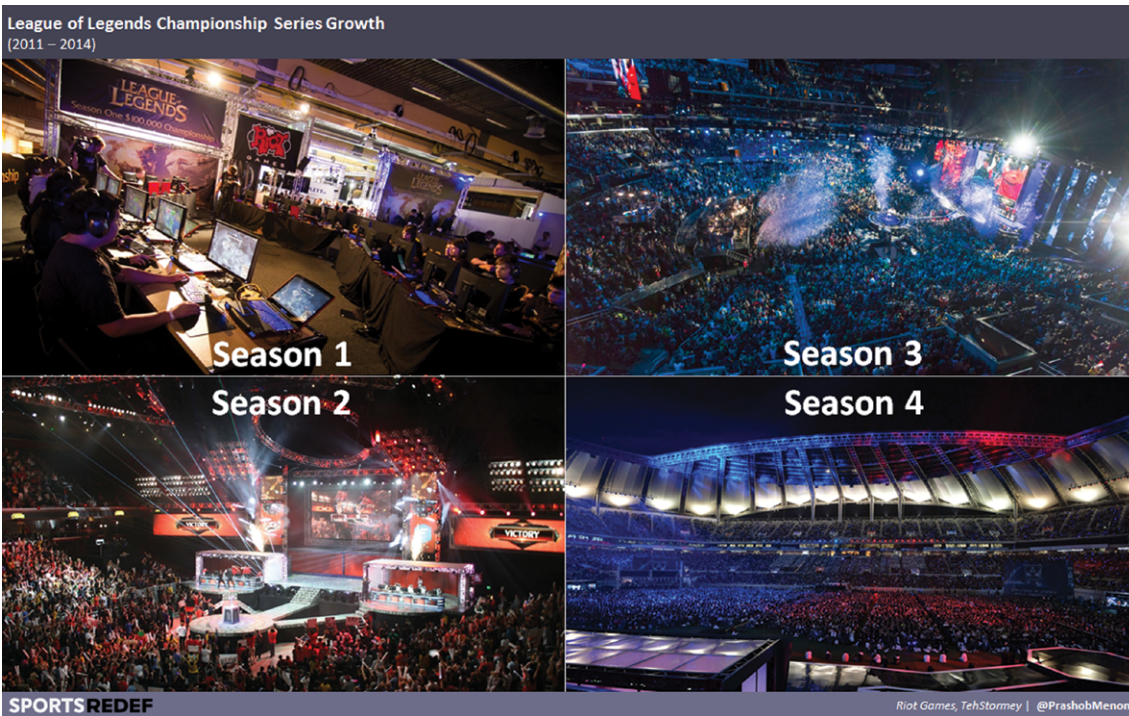
Despite all, eSports is one of the fastest developing markets predicted to be worth over \$1billion by 2017. Based on recent

research, there are roughly 145 million eSports enthusiasts scattered all over the world. On a global scale the number of eSports followers compares well to mid-tier sports, being on a similar level with the likes of ice hockey or swimming. Based on recent research and market analysis from Newzoo, eSports should overtake the popularity levels of American football by 2020. It is also predicted that by the same year, finals of DoTA2 International or League of Legends Championship Final will attract more viewers than the final of Super Bowl. Only in 2014, League of Legends Championship drew over 30 million viewers, putting it in line with combined viewership of the same year MLB and NBA finals, or the likes of Breaking and Two and a Half Men finale.

ESPORTS EVENTS

	Year	GAME	Unique Viewers
World Championship	2013	League of Legends	32,000,000
ESL One Cologne	2015	CS: Global Offensive	27,000,000
World Championship	2014	League of Legends	27,000,000
The International	2014	DotA2	20,000,000
ESL One Katowice	2015	CS: Global Offensive	8,780,000
World Championship	2012	League of Legends	8,282,000
EVO	2013	Several	1,700,000
ESL Meisterschaft 2015	2015	Several	1,055,840
The International	2012	DotA2	567,000

Such evolution of eSports can be seen below as League of Legends went from a small room to sold out stadiums. Such growth was seen over short period of three years.



From a tiny event to national stadium, the growth of League of Legends Championship year by year.

League of legends started their first ever event in Jönköping, Sweden with a prize pool of \$99,500 and then went all the way to Sangam Stadium in South Korea; the prize pool in season 4 was \$2,300,00.

History of competitive gaming

Before multi-million events, stepping stones of eSports can be recorded back to the late 90s, events such as QuakeCon '96, short after famous game Quake had its release. It was the first PC server/client architecture system. The term cyber-athlete was tossed around at that time. 60 people turned up for the event which was a starting point for the community and it grew from there. With the success of Quake as the first Internet game, players took to online leagues immediately as the community was spreading wider and wider with every day. QuakeWorld was optimized for the internet play with superior netcoding and a world-wide ranking system which sparked the competitive fervor. As you may imagine, in the 90s the internet wasn't as advanced as it is in the 21st century, at that stage players competing had unstable ping range of 70ms all the way up to 7,000ms. This was the era where Internet connections varied from T1 to 28.8k modems (a range of 1.5mb/s to 28.8kb/s).

✓ 1996

First ever QuakeCon took place

Quake launched a franchise that is not only fiercely loved but also played religiously by a tight group of gamers even in 2015. Having begun sometimes in the late 90s; the proliferation of online gaming was raising its wings. It was a very popular movement where anyone with a personal computer could participate in the competitions. Within the growing number of players, individual could be in charge of modifying a game, take part in a tournament and become a recognised champion, a celebrated winner in a vigorous niche.

While Quake played a big role in the further development of first person shooter games, the likes of Warcraft and Command and Conquer had a huge impact on what the future strategy games like Starcraft were to become. Players such as Guillaume Patry (Grrr...) and Christopher Page (Pillars) were gamers who then went on to become professional players in Korea but at the beginning they first began their career as Warcraft 2 players.

The other two important things to remember are CPL and Fatal1ty.

Stockbroker from Dallas who grew up in Puerto Rico, Angel Munoz, gave up on investment banking in 1995 and went on to set up world's first fully sponsored video gaming tournament. Munoz was the founding father of **Cyberathlete Professional League** in January 1997 after he personally witnessed the 90s LAN parties as well as tournaments. CPL's first event brought a crowd of 300 people in to a tiny room; the event's location was compared to a parking garage with a rather obscure dirty rug in the middle of the room. Nevertheless, The FRAG event was considered a foundation in the contexts that was important for the attendees as it sparked the idea of an up and coming super league. For Munoz it was the beginning of a profitable enterprise.

In 1998 CPL took over QuakeCon event, later named FRAG 2 event which was then held in Dallas. With a \$15,000 prize pool it attracted greatest Quake talents from around the world, such event planted CPL's seed within the up and coming competitive gaming industry. Munoz's goal was for CPL to reach television, with millions of eyes focused on one thing in particular, eSports. One main thing that was going to help him accomplish such goal was to create a personality, a true gaming superstar. At the start it was Tomo Ohira, player who was famous in arcades worldwide, name was passed in famous gaming magazines at the time, either way Tomo was never able to make a significant

move in the mainstream media, in such instance he needed to be replaced.

✓ 1997

Cyberathlete Professional League was founded

This is where Fatal1ty begins his story, player compared to Michael Jordan of gaming, Jonathan Wendel mainly known as Fatal1ty, began his competitive career in 1999 when the 18 year old American used his last savings of \$500 for a trip to Dallas, Texas to play Quake 3: Arena at a CPL tournament also known as FRAG 3. At that point, 3rd place finish earned Wendel \$4,000 and gave him a reason to continue his professional gaming career as he came home and showed the cheque to his father who previously remained skeptical of his son's passion, understood and accepted Jonathan's life path. His family had a reason to smile. His high finish also gave him an invitation to a tournament taking place in Sweden where he went on to compete against 12 of the best Quake 3 players in the world. Fatal1ty was able to secure an 18-game winning streak and a \$15,000 payday. Munoz's idea of a gaming superstar has risen.

In 2000 Jonathan Wendel has won over \$100,000 in Quake 3 prize money in tournaments such as CPL and World Cyber Games Challenge (WCGC), event which became one of the most important organisations in esports' history, eventually it became known as WCG. Fatal1ty has won hundreds of thousands of dollars in prize pools since the beginning of his career however March 13th, 2003 can be marked as the highlight of his carrer as he was featured on MTV's documentary series True Life, it showed Wendel's achievements and most importantly the time he took first place at Winter CPL 2002 playing Unreal Tournament 2003, another first person shooter game similar to Quake 3.

Later, Michal Blicharz (Carmac), tournament organiser at ESL described Fatal1ty as the most accomplished player. Especially from the financial point of view, considering the fact that Jonathan Wandel's nickname was used in the production of Logitech's "Fatal1ty" headsets and motherboards.

Is eSport really a sport?



David Stern, NBA's former commissioner was recently asked about the future of eSports as a sport and he had this to say, *"As everything is competing to be the next new sport — indoor lacrosse, curling, Rugby World Championship, soccer both in Latin America and North America — there is an enormous question about what will be the "new sport." eSports is packing arenas and sometimes modified stadiums, and they have an audience that is different than traditional sports audiences and something that began in Asia and is moving here. I think all of these facts are telling us something."*

As the events are slowly being spread into the public domain with publicity and acknowledgement from the likes of "The New York Times", "Vice" and "ESPN". Despite the huge popularity, there is still a question of whether digital competitions carry

the same amount of significance as a physical sport? All in all, is League of Legends even a sport at all? The idea that pro-gamers can be classified in the same category as footballers and basketball players was challenged by ESPN boss John Skipper who said, *“ESports is not a sport – it’s a competition. Chess is a competition. Checkers is a competition.”* Such response was given at Code/Media Series: New York conference. The real question is, *“Is eSports really the digital equivalent of Checkers?”*

Drew Holt-Kentwell, associate manager of a gaming hardware company Razer believes that, *“the issue of what is or isn’t a sport isn’t really a question of opinion,”* a ‘sport’ is a contest or a game where people do certain physical activity based on the set of rules while competing against others, essentially eSports is a sport, without a doubt. Gaming athletes have to train both their physical and mental abilities, to be competitive otherwise they have no chances against their competition. Professional gaming requires magnificent coordination, insane reflexes, teamwork as well as physical and mental dexterity and endurance – often over many hours.

Regardless of the contradictions between eSports enthusiasts and those who consider it nothing more than a competition, professional since 2013 gamers are recognized by the U.S. State Department have started issuing work visas to professional gamers since 2013 shoulder-to-shoulder with the likes of basketball players and Olympic athletes.

Michal Blicharz, the director of pro-gaming at professional gaming league ESL, believes that the digital nature of eSports does not preclude it from being physical. Blicharz was a Judo athlete at a national level and a referee for 10 years, *“I worked hard, sweat in training and got bruised like anyone else Mr. Skipper would call an athlete,”* he said, *“and competitive gaming is a sport to me.”*

✓ 1997

Year the Electronic Sports League was found

Likewise ESL managing director Ralf Reichert added, “eSports in its current form is backed by millions of athletes worldwide. Most of them on an amateur level, some on a professional level. The younger generation will not even ask this question, for them it’s a sport, regardless what older generations think, pretty comparable to the question discussed in the last decade if video games as an entertainment form will be generally accepted.” Despite all, ESPN announced the partnership with Valve to begin streaming Dota 2 tournament for the first time in its history, bringing this hugely popular game to ESPN3’s lineup – the online part of the network.

Perhaps if mainstream media were to move away from using terms such as “esports” and “sports” in the same sentence, then it would get fewer wraths from people reading it. ESports continues to grow at an impressively rapid pace, unburdened by the “legacy” of video broadcast methods. Debate continues whether eSports should be considered a sport, however none of it matters as in the long run the industry will continue to evolve and grow on its own whether it receives acceptance from the mainstream media or not.

Streaming video games to the wider audience



Introduced in 2011, Twitch.TV, the main streaming platform is a spin-off from the general streaming platform Justin.tv. Site focuses on video games, broadcasts of video competitions, and other video gaming related events. Content on the site can either be viewed live or via video on demand. In the current days Twitch.TV hosts majority of famous streamers many of whom make over \$100,000 from per year just by displaying ads on their streams. Twitch allows streamers to earn \$3 for every 1,000 ad impression on people's streams; those ads can be activated by the streamers at their personal convenience, users having full control of ads are able to determine how much they want to earn without having to interfere with their stream and also try to attract as many people without playing the ads too often. However that's not all, streamers can also receive \$4.99 subscriptions from viewers, such feature allows the user to disable the advertising and get featured in the stream. Many of the famous streamers have also implemented a donation system; renowned gamers such as Chance "Sodapoppin" Morris or Jaroslaw "PashaBiceps" Jarzabkowski have received over \$50,000 in single donations from people known as "Motar2k" and "Amhai". Beside those massive donations, streamers often

receive small donations of a couple of dollars every minute or so. The more popular the stream, the more money it is likely to receive.

Ad revenue has proven to be successful for Twitch; they have managed to make \$1.6 billion in 2014. Essentially this figure gives 43% share of the total \$3.8 billion market. Twitch provides streaming platform for over 100,000 streamers and attracts over 45 million viewers per month, often more when the major events are taking place. Before the release of Youtube Gaming, and after bankruptcy from Own3d.tv, their main competitor, Twitch was running a monopoly for 2 years since 2013 with all of the major streamers using their platform, majority of who continue to do so given the current competition is premature and doesn't offer the same exposure. Twitch's traffic is higher than Hulu, Amazon and Facebook. It's an internet giant.

Most recently Amazon has bought out Twitch.TV for a figure of \$970 million, making it the largest deal in Amazon's 20-year history. Such movement highlights the importance of growing community of gamers around the world. Now the beefier capabilities of Amazon's cloud servers will allow Twitch to provide faster and more reliable streams for its members. With the launch of Youtube Gaming, now Twitch's main competition, the battle-lines are drawn and by tying its streamers to exclusive contracts is certainly one way to keep their existing platform. The Amazon Cloud servers will allow Twitch.TV to expand even further and reach much higher amount of people as well as allow jitter and buffer free streams that can be as smooth as watching the Champions League final in the European Football.

★★★★★

 **\$970 million**

Amount of money Amazon paid for the acquisition of famous streaming service - Twitch.TV

★★★★★

Worth adding the fact that streams are now implemented within many bookmakers' websites, this allows users to bet on and immediately watch the match in high definition; this is where eSports leaps the edge over traditional sports which are often subject of strict TV licenses and are only available to watch for certain people with the subscription, with only few events being streamed in a tiny windows on websites such as Bet365, Unibet or Paddypower.

eSports in Cinemas



As great as the casters are, watching by yourself on Twitch isn't the same experience as sharing the experience with other fans. With the tickets selling out within minutes for all major eSports events ESL organisers decided it's time to figure out a way to bring new creative ways to bring their documentary portraying competitive gaming as well as ESL live events to even wider audience. 'Esports in Cinemas' is the project that came about with purpose of showing documentary which is focusing on the Intel Extreme Masters tournament, All Work All Play: The Pursuit of Esports Glory, directed by Patrick Creadon.

This got Blicharz and the rest of the ESL team wondering: If you manage to get a crowd of gaming fanatics into a room to watch a documentary, why stop there? After all, cinemas stream football matches or an opera, there's no technological barrier to give eSports events the same hospitality. Esports has made its first appearance in the cinemas on the 28th of July in 2015 with the beginning of ESL One Cologne 2015 major event. Four other ESL events to trail right after.

Following ESL's path, Cineplex, the operator of Canada's largest chain of movie theatres has made its move by paying \$10 million for the acquisition of WorldGaming, platform used for tournaments and leagues for the competitive gaming community. They have also invested further \$5 million to create new competitive gaming league with the hopes of expanding Cineplex's horizons. The games will take place on theatre stages, in front of big screens; they will also be live-streamed at Cineplex movie screens in efforts to utilize their infrastructure. For the time being Cineplex will operate within Canada however their big picture involves expanding further to other countries.

Esports on TV, in the past and in the future



Just after Fatal1ty's movements in the scene, the growing niche market has made its way to the American TV. DirecTV, at that time under different management began an international esports league with teams from several countries. The league was founded in 2007, operated by DirecTV in association with British Sky Broadcasting and STAR TV.

The first season of Championship Gaming Series consisted of six franchises from six different major cities; each franchise comprised of ten players across four games. CGS had its first season hosted within Playboy's mansion in Los Angeles. Players were playing for the grand total prize of \$500,000, the amount of money any gamer could never dream of. In this case Fatal1ty took the backseat as part of the announcers team, he

was in charge of commentating matches along with legends such as Paul “ReDeYe” Chaloner, Marcus “djWHEAT” Graham and Andrew Siciliano.

CGS event went on for two years in which they managed to squeeze two seasons out. In 2008 multiple new national franchises were added from Dubai and Kuala Lumpur, perhaps at that stage people began believing that the future of eSports was going to be streamed on TV and spread worldwide for the years to come. Those who spent their time playing video games in their bedrooms, and occasionally going to gaming events, were featured on TV with hundreds of packed audience applauding their names and slanting their franchise’s label. Not only that but each player was paid a salary, they lived in luxurious apartments and every franchise had their general manager who took care of the players’ wellbeing.

However, right after Liberty Media purchased DirecTV, David Hill, main man behind the idea of running TV program based on video games had left the company and therefore was no longer in charge of any programming. Since that point CGS had diminished, dreams were crushed. Since the closure of CGS, times for eSports were certainly tough; players were presented with a belief that professional gaming is the future, and after two years that hope was taken away from them. Main games that were featured in CGS took biggest hit in terms of popularity.

At the point of closure of CGS, there was no Twitch.TV, the events that were taking place could only be observed in person at the venues, or in-game (for example HLTV) without any commentary. Few years on, Twitch has revolutionised the scene by developing the spectatorship, reaching out to new viewers and crafting the perfect, profitable platform for the streamers. At this point it’s hard to tell when Twitch will slow down its catalyzed growth.

However in the current stage, with internet streaming services constantly growing and the question that we may ask ourselves, what is the future of broadcast or cable TV? At least from the current stand point of view, eSports doesn't need mainstream TV, it has established itself within the World Wide Web and it's getting bigger than ever. Right now eSports is once again making its way to the TV; however it has a lot to prove to the world where a lot of negativity has been spread around about eSports, mainly looking at Vice's documentary on gamers rehab center and strangely uneducated and biased documentary from BBC's Panorama on video gaming.

Despite all, Most recently TSB (Turner Broadcasting) has announced it will air multiple Counter Strike: Global Offensive. The Wall Street Journal reported that Turner Broadcasting has signed a deal to launch its own Competitive Gaming league, it is set to broadcast broadcast competitions on Friday night for 20 weeks in 2016.

Qualifying rounds for the 20 main events will be streamed online with victorious teams receiving tickets to TBS headquarters in Atlanta for live recording. TBS's president Lenny Daniels had few things to say, *"We understand livestreaming is a big part of eSports and we've watched a lot of coverage, we're going to offer fans a new way to experience the televised content through a second screen digital experience that will allow them to choose different camera angles, focus on their favorite players, see what the coaches are doing, and interact with the broadcast."* SuperData Research CEO oost Van Dreunen added, *"It [eSports] provides a test case to the doubters who feel that there is not enough of an audience to make this worthwhile,"* van Dreunen says. *"But, as we'll see, eSports has become so popular in recent years that advertisers, brands, and broadcasters alike only stand to gain from embracing this phenomenon."*

Anti-Doping regulations are in place



Widespread use of attention-focusing drugs like Adderall has been a growing issue within eSports in the recent months. In order to maintain the fair play spirit within professional gaming, ESL has partnered with NADA (Nationale Anti-Doping Agentur, from Bonn, Germany) in order to research and determine anti-PEDs policy that is fair and doesn't jeopardies players' privacy but at the same time provides conclusive testing results. ESL will also work alongside World Anti-Doping Agency (WADA), the group that sets standards to prevent the use of performance-enhancing drugs in athletic sports. While the process of implementing such program into eSports will take some time, the organization has already began doing some random drug tests at their ESL One Cologne major event in 2015, those involved saliva tests. Players that fail tests will face a range

of sanctions, from losing prize money and tournament points to disqualification and up to two-year bans from ESL events. Perhaps one of the main challenges for eSports is to implement such regulations across all of its competitions, not just ESL based events.

Use of PEDs isn't the only issue that eSports faces, for many years it has been battling with software enhancing cheaters who seek to gain edge over their competition when talent is just not enough to be successful. Every sport has cheats, that's just the way it is, everyone wants to win, extra edge is enough to lure people in to the dark side. The cheating scandals most often happen in the Counter Strike Global Offensive, the game requires extremely fast reflexes and split second reactions, ability to out-aim opponents plays main role, although there isn't a confirmed case of an individual player using cheats during an event, number of professionals have been caught online.

Valve, developer of the game has been running an anti-cheat named VAC or Valve Anti-Cheat; it's present in any competitive match although cheats evolve and the VAC needs to be regularly updated to stay on top of the game. Not that long ago there was a ban-wave after the update of VAC which results in as many as three professional being banned. Essentially at first their accounts are blocking them from playing the given game competitively, in this case Counter Strike Global Offensive, the developer of the game has also banned the players from being able to enter any competitive events, their teams were also disqualified from the up and coming events where the players were registered.

Cheating will remain to be part of the eSports, perhaps it won't be present on the global arenas, one of the main reasons is that players are only allowed to use their own keyboard and mouse while all the other gear belongs to the organisers, also when thousands, or sometimes millions of eyes are cast on

the individual players, any cheating would be too obvious. The main thing is the fact that eSports, as a developing market, is already implementing such regulations and highlighting the importance of its existence. With strict rules in place, it's a much safer environment to bet your money on as you are aware of the fact that fair play rules are in place and games won't be won because of external factors unless.

Structure of each competitive game



There are a couple of main games and we have to go through the structure of each in order so that you can get the understanding of what you are dealing with.

1. **Counter Strike: Global Offensive**, Valve's most popular game based on a first person shooter where two teams with five-players each battle against each other on various maps. The rounds take roughly 1 minute and 45 minutes, there's up to 30 rounds in the regulation time. Winning team needs to win at least 16 round and have a 2 round advantage over the other team, for example the ending score can be 16-14. Players purchase weapons and equipment at the beginning of each round with money awarded based on their performance from previous round. Completing objectives or killing enemies earns

extra cash while negative actions such as killing a teammate take money away from the player. In addition, when a round ends all players receive some money, while players on the winning team receive substantially more. Objective of each round is to either eliminate the opposite team or detonate the bomb as the terrorist, in this case Terrorists (referred to as Ts) can win the round by planting the bomb (timer is either 30 or 45seconds) in order to detonate it, and for Counter-Terrorists (as you may have guessed, CTs) to defuse it. Counter Strike requires a lot of fast reactions and individual skill to make split second decisions and turn the rounds around.



Screenshot of the game in-play, with counter-terrorists in the sight

In the professional scene the current map pool consists of 7 main maps that are played across all tournaments. At events, teams get to ban certain maps and choose which they want to play on; this gives teams a fair map choice and giving themselves an advantage by choosing their favourite map. In

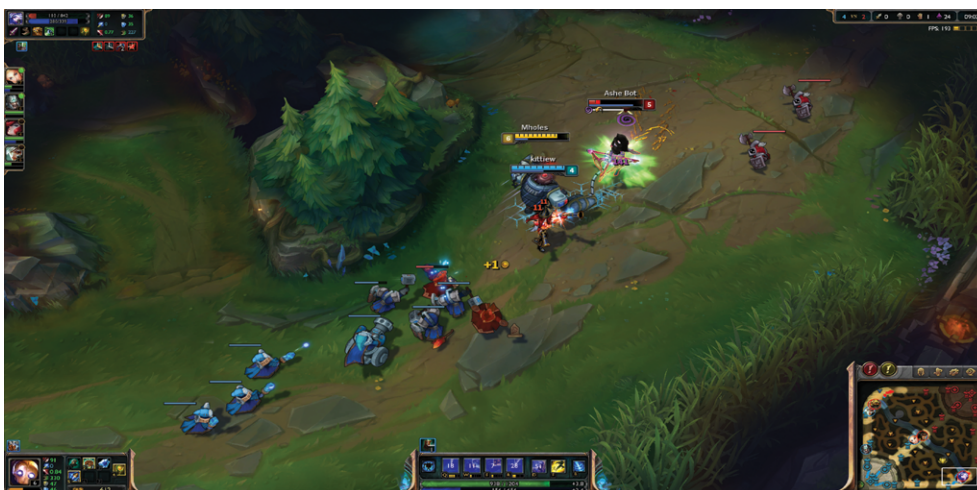
such scenario, when best of 3 maps are played, map handicap is a fantastic way to make money off underdogs as they have much higher chances of winning their chosen map. Matches can also be played as best of 1 map in the earlier stages of the tournament, for example in the group stages. Majority of finals are best of 5 maps, bear in mind that majority of tournaments have both upper and lower bracket in the knockout stages, this gives a second chance to those teams that were knocked out in the upper bracket. Those teams can still manage to compete in the final however teams coming to the final from the upper bracket automatically get a one map advantage in the best of five. This format slightly differs for the major events which happen to have a best of three maps final.

Beauty of Counter Strike is the amount of upsets; this is where heavy money can be made as all the bettors require is a bit of knowledge about the lineups, favoured maps by certain teams and their recent momentum. Speaking of momentum, the whole game is based on it, teams with a good momentum throughout the tournament have the ability to beat any team, just compare this to tennis where the gap between players in top twenty comes down to the mental strength as all of the players have the talent to outplay one another, same in counter strike players have the ability to do wonders as long as they have the confidence which can only be gained through the momentum.

Betting on Counter Strike is widely available, with majority of online bookmakers already offering a wide range of markets. Pinnacle has implemented a handicap system which allows bettors to stake money not only on map handicaps but also on round handicaps. This variety of markets is yet to expand as the game itself has a lot of factors which can be by the bookmakers to implement in to their system, those markets include: Most Valuable Player of the match, highest amount of kills of a certain player, highest amount of bomb plants, highest amount of bomb defuses, highest amount of clutch rounds won

(1vs1, 1vs2, 1vs3 and so on), highest amount of headshots... The possibilities are endless in Counter Strike. Live betting is now available on a wide range of CS:GO matches on Bet365, some bookmakers are yet to follow but it is only a matter of time before they join.

2. League of Legends, real-time strategy (RTS) based on a multiplayer arena developed and published by Riot Games, it is free to play and all of the profits for Riot Games come from micro-transactions. In League of Legends, players take on a role of a so-called 'summoner' that controls the 'champion', there are currently total of 127 champions in the game and each of them has unique abilities. Goal of each game is to be the first team to destroy opposition's 'nexus', a structure which lies within the heart of a base protected by defensive 'turrets'. Each League of Legends match is distinct with champions starting off weak but increasing its strength by competing game objectives, earning experience points and gold that is used to purchase powerful items. Examples of such objectives would be destroying opponent's turrets, the defense towers, or farming 'minions' (small non-player characters that constantly spawn and attack the other team, dealing small damage).



Example of game-play from League of Legends, with champions fighting in the middle and minions making their way to the battlefield from the left corner

It will probably take a while before we see exciting live betting features from the main bookmakers, just imagine being able to bet on the next team to kill the baron or take down a turret... Or even, next player to get a penta kill. For the time being we can only get satisfied by choosing the moneyline winner, occasionally map handicaps are available for best of three series. There is still a big amount of value in the bets, as the bets are 50/50 and there are no possibilities of a draw, someone has to win, there is a high amount of upsets, with a great knowledge of the players and teams, there is money to be made from the League of Legends.

3. Defense of The Ancients 2, game very similar to the League of Legends in terms of structure. Two teams battle against each other; the Sentinel and the Scourge. Players on the Sentinel team are based in the southwest corner of the map meanwhile Scourge team is based at the northeast corner. Each base is defended by towers and units, which are equivalent to the minions from the League of Legends. In the center of each base lies the 'Ancient', a building that must be destroyed to win the game.

★★★★★

 **\$18.4 million**

The prize pool for Dota 2 international in 2015 with \$6.6 million for first place

Each gamer controls one hero, a powerful individual with unique abilities. There are total of 112 heroes to choose from, each with different strengths and weaknesses as well as special abilities. Game is highly team-orientated, and one player cannot single handedly win the game for the team. Defense of the Ancients is a five a side game with an extra slot for each team for referees or observers, for example team's manager.



Example of gameplay from Defense of the Ancients 2

Killing non-player characters earns the player experience points, when enough is collected, the player levels up. Leveling up improves the hero's damage dealt, toughness and also upgrades the spells. Same as League of Legends, players have to manage their single resource which is gold, it allows them to buy items and upgrade their hero.

One main difference compare to its competitor, League of Legends is the structure of match ups almost all matches are played on basis of Best of two matches; this means the prediction chances become 33.33/33.33/33.33, as the draw is a possibility. In this case odds on the winner are higher. Great thing about this style of matchup is the fact that you can bet handicaps with decent odds on the underdogs.

4. **Call of Duty Series**, although it's a first person shooter, game differs heavily from Counter Strike. The game itself holds a lot of various versions; Call of Duty Advanced Warfare currently holds its most professional scene. Game has changed a lot since its predecessor. Up to this stage, every November, people would await the next release of an updated version of Call of Duty. It would feature new weapons, maps and more. For some it may have been the most exciting time of the year, being able to pre-order new Call of Duty release and get to play the game which undergoes changes on year to year basis. At the same time, as changes arrive, people have to re-establish themselves in the new release. Even little changes to the above features can impact on the pros performance. Of course players aren't the only ones that have to get used to the new release, casters also have get familiar with the game, giving it months of swatting as the initial maps can be a real pain to get used to.



Example of a deathmatch from Call of Duty

Advanced Warfare is a fast paced game, much faster than franchise's previous versions of the game. There are three

main gamemodes used across all competitions, those include: Hardpoint, search and destroy as well as uplink.

<p>HARDPOINT</p>	<p>Each team must rush to secure a given point on the map. Those points need to be defended from the other team taking over the objective. Holding the hardpoint increases the teams' score, but if no player is present at the mark, no points are gained.</p>
<p>Search and Destroy</p>	<p>It is an elimination-based game mode where the goal is for the attacking side to either eliminate the defending team or detonate one their bomb site. Players only get one life per round; with the matches going to the best of seven rounds (first team to four rounds gets the victory).</p>
<p>Uplink</p>	<p>Main objective of this mode is to bring a satellite drone, which is placed in the middle of the map, to the enemy uplink station. Each team scores a point if the drone is thrown in or two points if the player enters the station with the drone in his hands. Teams switch sides once the timer runs out of time or if one of the teams scores ten points. Twenty points is required to win the game.</p>

At this stage it's hard to say when Call of Duty makes its entry to the world of betting, right now it's not accessible however with the pace betting industry is currently expanding their products for eSports, we will probably see Call of Duty being included in the next few months. With the fast environment in the game, it would be thrilling to wager live bets, perhaps on who is going to win the next round or predict the comeback.

5. **Smite**, although at first it may seem like a street fighter with special powers, it's not that at all. With few closer looks here and there you will realize that Smite is in fact the equivalent of our famous RTS games like League of Legends or DotA2. Smite has the same theme of the game, however it's a third person action multiplayer on an online battle arena (MOBA). In Smite, players take on the role of a mythological god or a figure and control them using powers and tactics against the opposite team as well as non-player controlled minions.



Example of gameplay from Smite where players are fighting on a big arena

Probably the single most amazing part about Smite is the fact that the developers have created a professional eSports

league, making the game an instant success. Game started off strong with its launch as they gathered over \$200,000 prize pool and attracted the newly established community in to one arena where teams from various countries battled against each other for the grand prize. Smite hasn't stopped at that, with the professional eSports League they hosted its first world championship tournament featuring eight best qualified teams. The total prize pool for the event was \$2,616,259.00, gathering one of the biggest pots in the current short history of eSports.

Smite is also available to bet on, with the stability proven from the organisers of the Smite own league, eSports betting site like EGB.COM already offers markets on majority of Smite matches.

6. Starcraft, a real-time one-on-one strategy video game developed and published by Blizzard Entertainment. Its first version was released on March 31 in 1998. The game uses three contrasting races, all units are unique to their respective races and while there are some small similarities as well, every unit requires different tactics from the player to outplay the opponent.

Protoss: Access to power units and machinery as well as advanced technologies, for example energy shields and warp capabilities, ran by their psionic traits. As always, there is a downside to its power capabilities - it takes longer to manufacture the units, giving the player one simple option, to go with quality over quantity.

Zerg: Structured with organic units and structures, production is quick and much cheaper than protoss, however as you may have already guessed the quickness of its production is compensated by the lack of insane power meaning player has to rely on the amount of units created.

Terran: Middle ground between the two above races provides units that are adaptable and malleable. In game, Terrans tend to

favour traditional warfare, using the likes of combined arm tactics with tanks, aircrafts or other combat vehicles with regular infantry. Terrans are considered more adaptive than the other races and are able to produce units at half the expense of those by protoss. Primary base structure also has the ability to lift off and fly to another location, making terrnas very flexible to the events during the match. Terran buildings can be repaired when damaged during combat; also medics are able to heal wounded units.



Example of gameplay from Starcraft2

Overall each race differs a lot, however none of them give an advantage over the other. Each species is balanced out based on their strengths, special powers, abilities and building speeds.

Three main factors rule the game throughout the match and it comes down to: resource management, base construction and map dominance. Starcraft players have to make split second decisions and one way to judge player's skill is by looking over their 'actions per minute' which is the measurement of player's load-handling capacity. Casual gamers execute roughly fifty actions per minute, in comparison to professional gamers who often perform over two hundred actions in a single minute.

Currently Starcraft is the most popular game amongst all bookmakers, with a high range of leagues all across the world, there's a lot to choose from and you can be sure to have a couple of markets per day that may be worth your investment. Also, the likes of map handicaps are available to bet on.

7. **World of Tanks**, a massive online multiplayer game developed by Wargaming. It features early to mid-20th century era fighting vehicles. Main focus of the game is on player versus player gameplay with each person controlling an armoured tank which is light, medium or heavy. World of Tanks debuted as an eSports game at the World Cyber Games in 2012.



Example of gameplay from World of Tanks

Similar to the above mentioned games, the developer plays a massive role in promoting the game within the eSports universe; this is done by organizing events with big prize pools, attracting top twelve teams from the world. Where there is a lot of money, there are sponsors and there are organisations that are able to fund players. Most recent big event gathered

\$300,000 of total prize pool. Some bookmakers like EGB already allow betting on World of Tanks, surely more are yet to follow as the market is there and organisers play a massive role in keeping the community on its toes in terms of events and regulations that are in place, making the competition as safe to bookmakers as possible. It's only a matter of time before Pinnacle and the rest of the crew joins the fun.

8. Quake, one of the oldest games in the history of eSports is still alive. It is a first-person shooter video game, developed by id Software and first published in 1996. Although there are a couple of multiplayer modes, the most common is the so-called duel, which is a one-on-one deathmatch where each map is played for 10 minutes. Players battle through a variety of medieval environments using a wide array of weapons. Game is fast paced and it requires insane reflexes as well as acute amount of cleverness, players must have the ability to time themselves in order to collect certain items that spawn, those include:

1. The **Red Armor** gives you 100 extra armor.
2. The **Mega Health** gives you 100 extra health in addition to the 100 you might already have.
3. The **Yellow Armor** gives you 50 extra armor.
4. Health bubs give you 50 health (orange), 25 health (yellow) or 5 health (green).
5. Green Shards give you 5 extra armor each.

Yellow and red armour spawn every twenty-five seconds while mega health re-spawns every thirty-five seconds. These items play a crucial role in the whole match as the player who captures the most amount of them, will have a gigantic advantage over the opponent, when going in to a fight. Duels are considered the ultimate tests of one's Quake skills.



First person view from Quake where player is holding a powerful rail gun

As it stands though, game holds a much smaller community than in the past, some of the events like QuakeCon hold just over \$40,000 across multiple tournaments for Quake. Betting is also available on some of the huge events like Dreamhack.

9. **Halo**, a military sci-fi first person shooter. The series centers on an interstellar war between humans and an alliance of aliens referred to as the Covenant. For many years the game series have been praised as being among one of the best first-person shooters, which is played exclusively on Microsoft's Xbox console. The popularity rose with the release of Halo 2 in 2004, which created over 65 million sales worldwide. Now with Halo 5 the record of sales will surely be broken as the popularity of the game has risen dramatically over the past years.



First person view from Halo in game

Major League Gaming (MLG) is the backbone behind the game's main success within eSports. The MLG organisation is responsible for the first ever games-only arena in Columbia, Ohio. Large-scale events for Halo are organized by MLG, with up to \$300,000 prize pool, while smaller events are held throughout the year with up to five events per calendar month, there's plenty of action throughout the year. Sadly, despite its massive prize pools and highly competitive tournaments, Halo is yet to be welcomed by bookmakers. Console games are struggling to enter bookmakers as it stand, although there are console gamers scattered across Europe, the main action takes place in the US, country where betting regulations are strict and online bookmakers are banned. It isn't certain when console games will be featured at the major bookmakers, however just like any other popular game, it's just a matter of time before one company steps in to offer markets, with the other companies to follow right after.

10. Heroes of the Storm, also known as Blizzard Dota or Blizzard All-Stars. It is a multiplayer online battle arena developed by Blizzard Entertainment. The game features heroes which were compiled from Blizzard's other franchises, those include: Warcraft, Diablo and Starcraft. The game uses both free-to-play and freemium models. The profits for the developer come from microtransactions, similarly to DoTA2 and League of Legends. Those micropayments consist of buying new heroes and visual additions to the heroes in the game.

The matches take place between five members on each team. There are currently 39 different heroes to choose from as of July 2015. Unlike DoTA2 or League of Legends, this RTS game contains variety of maps, with six of the eight that have standard three main lanes where players can fight, while the other two have two lanes but separate objective-based area. Similarly to other RTS games, killing an enemy or computer controlled unit gives the player experience points, however Heroes of the Storm requires more teamwork as players level up only when experience threshold is reached for a team. Every player then levels up, acquiring slightly more power and abilities referred to as 'talent'. Talent points allow players to customize their hero's abilities. The leveling system puts a lot of pressure on perfect teamwork, making it a stimulating spectacle with teams striving towards perfect communications and synchronizing their attacks with one another.



With score of 18-19 minions are currently attacking red players' base

Betting on Heroes of the Storm is possible across all major bookmakers that currently offer markets for eSports. You need to certainly watch out for specific matchups of Hero types. This essentially means that you certainly need to get truly familiar with the game itself and the niche strategies that certain teams are willing to use. Also, with unique objectives on certain maps, some teams play out better at a certain map than others, once you figure out which teams favours what, then you sure will gain an edge in Heroes of Storm market.

11. **Hearthstone**, perhaps the most unique game out of them all. It is a deceptively fun collectible card game. As majority of eSports games, it is free to play. The game was developed by previously mentioned company Blizzard that is responsible for many more eSports titles. Heartstone is available on Mac and Windows; there is also a mobile version available for the Apple devices and Android. Game itself has a cartoonish look and feels to which makes it more enjoyable than other card games. Matches take place between two individuals; players start the game with a substantial of basic cards but can gain rarer

and more powerful cards through purchasing packs of cards or as reward for competing arena runs. In-game gold is also rewarded for completing daily quests. Hearthstone is supported by microtransactions, something that is very popular amongst almost all eSports games.

Gameplay in Hearthstone is turn-based, similar to poker; each player takes a turn to play cards from their hand. They have the ability to cast spells, equip weapons as well as unleash a bunch of minions to do battle on their behalf. Unlike some other card games, the opposing player has no power to counter the current player's action during their turn.



Hearthstone gameplay, bottom player takes the game after eliminating the enemy

Each player promotes the emblem of a famous Warcraft character. Each hero represents a particular class with 30 health. If the number of health drops to zero, the hero destroyed and the player has lost the match. Players have the choice to choose one of few pre-made basic decks or create their own, with each class of hero having their own portion of cards that are only available to that given hero.

At the start of the game, each player draws cards from the deck of thirty cards. First player gets to draw three cards while second player takes four. Once the cards are dealt, both players get to go in to “mulligan phase”, this means they are allowed to return any number of cards back to the deck and redraw the same number of cards. After all that, second player receives a card called “The Coin”; it gives him a single use mana crystal for one turn.

As the players take turns, they are able to activate their hero’s power, command the minions to attack targets or attack directly using their hero, if they have a weapon equipped. Everything goes back to the amount of mana available for each player; a resource pool is refreshed at the start of each turn. At the start of the game, each player begins with 1 mana and builds on it as the game progresses. Each card or hero require the player to use a given amount of mana in order to use it to hit the opponent. Further in to the game, as the mana storage increases for each player, they are able to use more expensive cards, making the match more and more entertaining as they begin to use their hero’s interesting abilities. Essentially the whole match is concluded when one of the players reaches zero health, or if a player decides to surrender.

As it stands, bets can be placed on competitive Hearthstone matches and tournaments. Bookmakers list is wide and it includes major bookies like Pinnacle or Bet-At-Home. Even when the game was in beta phase, there were already tournaments big enough to offer odds for. So far Harthstone had two major events with prize pool of \$250,000 and \$240,000. More are to come for sure as the game has attracted over 30 million people, to play and watch it being played. The community is massive and the game is fun to observe. Game itself requires a lot of logical thinking, it is almost like a game of chess being played on a big screen, and certainly calmer audience will enjoy it more over the other eSports games.

12. **Fifa**, perhaps the game that is most familiar to everyone, it is a virtual equivalent of a real football match. However unlike a real football match where eleven different people on each team are responsible for the outcome of the match, Fifa is a one-on-one game where each player controls their entire team. Despite its popularity, Fifa is still considered one of the more casual games. It is questionable whether the game will ever become an eSport. Virtual football certainly has potential to become a popular eSports game however it is hard to say that this is current audience's demand. People get to see enough of football on television; action happens to be much faster there than on the console. Game is not receiving any backing from its developer, EA Sports, in order for the game to succeed as an eSport, it needs a major money investment from the people that put the game out in the first place.



With 2-0 score Manchester City players are in Arsenal's penalty area

This may be something to look out for in the future, betting on virtual football which is played on a console may be a possibility, and however for now we just have to see where the game is going to go in the coming years. Perhaps, the only games that make it to be an esport, are the ones that are not easily accessible in real life, for example terrorists attacking counter terrorists on a five-on-five arena.

Betting on eSports: Where to begin

Although betting on eSports may only be in its infancy stages, it is predicted that all major bookmakers will offer across majority of eSports games by 2017. Right now however, there are a couple of really good options that should catch your attention as a serious investor. Once you have gotten used to the games, understood the strategic structure of each game that you are interested in, it's time for you to start placing your first wagers. Perhaps before any serious money is laid, paper bet, watch matches, educate yourself and always remember the one true fact that [zCode](#) can give you - momentum is the single most important factor in any eSports game.

1. Unikrn.com



First ever bookmaker dedicated solely to eSports. Most recently Unikrn opened its doors to the UK bettors. Mark Cuban, owner of Dallas Mavericks, along with Ashton Kutcher have invested over \$7 million in order to bring the website to its best possible

standard possible. Unikrn offers markets for all eSports games, at the current stage there are a couple of markets missing on a couple of smaller tournaments that the likes of EGB have on offer however, be prepared as the financial backing behind Unikrn will allow them to establish one of the best platforms within the betting world. It is only matter of time until they begin to offer markets for live betting, feature that may potentially revolutionize betting on eSports.

★★★★★

\$ 2015

Year Mark Cuban invests \$7 million into startup focused solely on esports betting.

★★★★★

2. EGB.com



Launched in 2011, EGB is the first eSports-only bookmaker, they hold more experience and statistical database over its competitors. Moreover Egamingbets offers live stream for most of the events you can place bets on, similar to the Fantasy eSports website – Vulcun. Bettors can place wagers and then have the opportunity to sit back and watch the game as it happens live, at this current state live betting is not yet being offered.

EGB also implemented a live betting chat for people to discuss their bets and odds as the matches are running on the stream. The company is located in Costa Rica and their service is fully regulated. Besides all, Egamingbets is also one of the few gaming sites that accept bitcoins, this means US bettors are more than welcome.

EGB will also offer you a welcome bonus and a range of cool features that allow people to earn cashback on their staked bets. For instance, every dollar you spend on odds above 1.30 will get you 10 egamingbets points. These points can then be used to in the shop system to get free stuff. For example 500 points are worth 50\$.

3. nitrogensports.eu



For those seeking anonymity, one of very few bookmakers in the world that is available worldwide without any restrictions. Why? It is all down to their deposits and withdrawals which can only be processed using bitcoins. They have been offering markets for all major eSports events since 2012. Essentially you don't even have to sign up to start placing bets as a username is automatically assigned to you and all that's required is a deposit in a form of bitcoins. Limits for betting go from 0.001BTC all the way to 12 BTCs.

Deposits on [NitrogenSports](#) are free and the withdrawals are very fast, you also receive one free withdrawal per month similarly to Pinnacle. In fairness, with right money management and long-term vision for profit-making, you won't have to worry about this aspect as you should not be withdrawing more than once per month anyway.

4. Pinnaclesports.com



One of the most professional bookmakers in the world. Sadly not available in certain countries due to restrictions, most recently they have quit the British market due to change in the government restrictions on gambling. Nonetheless, if you live in a country that doesn't have restrictions, Pinnacle is going to be your essential bookmaker. They have been running their business since 1998, proving year in year out that Pinnacle is the best bookmaker in the world. The single best aspect of Pinnacle are their available betting lines, they have the lowest margins on the internet offering bettors highest possible odds and outplaying their competition 98% of the time.

★ **Pinnacle eSports** ★★★★★

In 2015 they have launched their first live betting platform allowing people to place wagers when the main action was taking place!

★★★★★

At Pinnacle you will see a specified section purely for eSports betting. You will be able to place wagers on all of the largest tournaments and leagues currently taking place around the world. They also began upgrading their database with wonderful articles which may help you find an additional edge when betting on electronic sports. Pinnacle Sports offers variety of different bets available on matches, you are able to place wagers on special features, and for example you can choose a team to win a tournament outright. Another phenomenal factor of Pinnacle is the fact that they offer live betting on some eSports matches, with DotA2 being the first game being offered live. It's only a matter of time before they expand it to other games.

5. Expekt.com



Another bookmaker that has been in the game for many years since 1999. Expekt offers large range of bets across multiple sports, one of them is eSports. Current titles you can bet on include League of Legends, DotA2, Starcraft 2 and CS:GO. The markets however are lacking any additional bets apart from choosing the winner. Overall eSports betting at Expekt is at its early stages with further development required before it becomes a serious competitor.

6. Betway.com



Betway have been in the betting market since 2006 and are fully established bookmaker which is fully regulated. Although for many years they have been lacking any overwhelming aspects that would attract wider audiences, their recent renovations have placed them right in the top 10 of bookmakers all over the world. Their website has undergone serious changes, live betting was fully expanded and now with the amount of matches available to bet live, as well as the amount of various markets on those matches they are able to compete with the likes of Bet365 or Paddypower.

★ "Betting on eSports is huge and will only continue to grow. We've already taken high four figure bets on everything from CS:GO and Dota 2 to League of Legends and FIFA." ★

Marketing Director at Betway.com, Anthony Werkman

Betway also recognized the niche market that is eSports and with Pinnacle announcing the 1,000,000th bet being wagered on eSports, Betway has entered the market and dedicated separate section for it giving bettors peace of mind. You don't have to scroll through different sections of the website to find eSports, it's there on top of your screen. Matches are extremely easy to find. Most phenomenal aspect of Betway is their variety for each match, you can bet on a double chance, correct score, given team to win at least 1 map (in matches where there is more than 1 map to be played) and many more. They also have a wide variety of eSports games available. You also get a free bet bonus up to 30£ after sign up and first deposit.

7. Bet365.com



Bookmaker that doesn't require any introduction. It is a UK based bookmaker that has been running since 1974, Bet365 is one of the most known names within the betting industry so you can be sure to trust this bookmaker. Sadly as it is the case with all European bookmakers, they are not available in the US however there are ways round to get an account registered. Within Bet365, you can place wagers across a wide range of sports such as football, ice hockey, tennis and of course esports.

Bet365 begins to upgrade on the amount of markets they offer for eSports, as it stands they cover League of Legends, Counter Strike Global Offensive, Starcraft 2, Heroes of the Storm and DotA2. As of 2015, eSports markets have been moved to the main page, as before they were hiding under the 'Specials' tab. At the current stage the markets are very poor and Bet365 don't have much to compete with against its competition. You are only able to place wagers outright on tournaments and then choose winners of each match; the odds are also a bit skewed. Essentially bet365 have a lot of catching up to do. Being one of the most advanced bookmakers in the world it was only a matter of time before they would introduce eSports to live betting. People are now allowed to place wagers as the matches happen live, as you will be well aware, Bet365 is possibly the best bookmaker for live action.

Money management and systems for betting eSports

To succeed as a profitable investor, you need to consider few aspects. These include your personal strategy, understanding of the sport and most importantly proper bankroll management, an ideology that is being stressed about within [zCode System](#) community on daily basis. We often hear about the importance of diversifying, but perhaps it's easier said than done. How much money do we put in each stock? When do we buy or sell? These are all questions that can be answered when you define a money management system. Various bankroll management strategies have been expanded upon in Zcode's bible and should be considered in the development of your own personal system. When you combine all those aspects, then you will become a successful investor and take full advantage of this niche market. As with any other emerging market, bookmakers don't hold statistical analysis of matches going back 10 or 20 years, they lack sharpness; this is where people like you can benefit the most from betting on eSports.

1. **Kelly Criterion**, algorithm developed by John Kelly which allows calculating the amount of wealth which should be staked on a favourable bet. John developed the algorithm to assist AT&T with its long distance telephone signal noise issues. Soon after its release the betting community got wind of it and realized the system's potential as an optimal betting system in horse racing. Essentially Kelly presented the idea of the system being optimal in more than one sense. Kelly's system requires two assumptions; wealth is infinitesimally divisible and there is no maximum bet size. Essentially it is certain (Murphy's law) that a streak of bad luck will essentially weaken the system at some stage. Because of the infinitesimal divisibility of capital,

Kelly Criterion system never goes bankrupt. Essentially you should always be able to place the next bet even if it is a fraction of a cent. The system has exponential growth; this means that eventually wealth will become large again.

There are two main components to Kelly's Criterion:

- Win probability – Chances of getting a positive return on your bet
- Win/Loss ratio – The total amount of positive trade amounts divided by the total negative trades

With the above factors, an equation can be derived:

$$\text{Kelly \%} = W - [(1 - W) / R]$$

In which case letter *W* represents the chances of a win and *R* the win/loss ratio.

So how do you go about implementing Kelly's system in to your betting analysis? First of all back tests are required, as for any other system. You need to collect results from as many matches as possible. Your next step will be to calculate the winning probability for "W". Divide the number of trades done which returned a positive outcome by the total number of trades. The closer it is to one, the better; however any number above 0.5 is fantastic. The second step will require for you to seek the value for "R", the win/loss ratio. To do so, you will need to divide the average gain of the positive trades by the average loss of the negative trades. The number should be above 1 if the average gains are higher than the average losses. Number below 1 can be managed as long as the losses are small. The above results need to be applied to the Kelly's equation; correct calculation will produce an output for the Kelly percentage.

The percentage that the equation produces represents the size of the stake you should wager. This system lets you know how much you should diversify. However, regardless of what Kelly

Criterion may tell you, do not ever bet more than 15% of your total bankroll on a single line.

There are ways to expand on the Kelly Criterion, such approach was already challenged by one of DotA2 mastermind user named Savinox, famous across Dota2's reddit pages has created his own system based on Kelly Criterion. It gathers information of each and every player in the DotA2 scene. It calculates "true odds of a team winning, where the odds given by bookmaker and dota2 lounge are driven by people betting on each team".

Kelly Criterion is not only the perfect money management strategy, but it also has the perfect potential for further expansions. With the application of additional filters, such as statistical analysis in to the map preference for certain teams in given games where there is a variety of maps to choose from, or for example the team's recent momentum that may influence their future results.

2. Arbitrage betting, is a system which exploits differentials in odds for a given market across multiple bookmakers. It guarantees the bettor a profit, as both of the odds produce a negative margin – margin in the bettor's favour rather than the bookmaker's. While majority of bookmakers have banned arbitrage betting, it is vital to talk about it as there are few on the planet that are still widely open to take on bets from people who follow such tactic. Arbitrage betting can be easily exploited in eSports, as previously mentioned bookmakers still lack sharpness, they are getting their legs wet and weirdly enough this is where you can take advantage of their lack of knowledge. There will be times when the markets will vary a lot across multiple bookmakers. Counter Strike event Dreamhack which has taken place in Cluj can be taken as an example here; there were multiple matches where bookmakers struggled to find the

level. Essentially the markets varied as much as you would see in the tennis world with odds on certain teams opening at 2.00 in the likes of Paddypower, and then Bet-at-Home offering 2.4. That is a big gap, gap that can be exploited.

As you are well aware, when higher the odds on Team A, the lower the odds on team B will be. Arbitrage situation commonly occurs because bookmakers differ in opinion on a particular market. Bear in mind there are not a lot of eSports experts out there and bookmakers are searching for those sharp individuals that can stabilize their markets. They want to make money as much as you do. You will often see Pinnacle Sports as one of the main bookmakers that are widely used for arbitrage softwares and various engines that automatically detect the dent in the market, their low margin policy allows them to offer higher odds ultimately giving you Place A to place your first wager at, then you need to find another place that offers high odds on the opposite market. Calculations are vital when making decisions on who to bet and they need to be done before any bets are placed, as essentially you're looking for a gap in the market.

EXAMPLE OF ARBITRAGE BETTING			
	Team A	Team B	Market %
Odds on Bookmaker A	1.3	3.93	102.4%
Odds on Bookmaker B	1.420	2.9	104.9%
Arbitrage (Combination of TeamA/BA and TeamB/BB)	1.420	3.930	95.9% (4.3% margin)

In the above example you have the market percentage indicated for each bookmaker. The edge is in their favour. By comparing the odds from the two bookmakers we can notice that the odds turn in bettor's favour, providing a guaranteed return of 4.3%.

Bet 1:	\$1,000.00 @ 1.42
Bet 2:	\$361.32 @ 3.93
Total Investment: \$1,361.32	
Total Return: \$1,420.00	
Total Profit: \$58.68	
ROI: 4.31%	

This opportunity can apply to any betting market, including spreads. It has a wide application in live betting, something that isn't fully developed yet for eSports however as time will pass we will see bookmakers begin to offers markets for those. The only issue with live betting is the prediction factor; you must feel what will happen in the next few rounds in order to determine how the markets will shift.

Example in live betting for the future reference can be a situation in Counter Strike Global Offensive where team A has won the opening pistol round meaning team B will struggle economically to put together next 3 rounds as they need to destabilise their economy to buy better weapons, bookmaker's odds will shift as Team A has the opportunity to pick up three rather easy rounds given they don't make any major mistakes.

Professor Jonathan has written a phenomenal article on Arbitrage betting, it can be accessed within [zCode](#) VIP for those that have access. It touches on every important aspect that needs to be considered when using arbitrage.

Bear in mind the potential pitfall to arbitrage, as previously mentioned the bookmakers don't like you betting on both sides

of the coin and winning with such approach. Many of them will seek a way to ban your account. Bookmakers can also cancel your bets when mistakes have been made, leaving your bankroll exposed riding on a single play when such mistake happens. Also, to fully exploit such tactic, bettor will need a decent number of accounts to make profit worthy use of it.

3. zCode's progression system, it is the most system amongst professional bettors. System doesn't require any overthinking; essentially you're just doubling your stake on the following bet. Avoid betting on teams that are in a slump, just take Ninjas in Pyjamas as a good example – we are talking about their Counter Strike team here. They were the most dominant team in the history of Counter Strike Global Offensive. 87-0 winning streak was immense, however all good things come to an end and they have fallen in to a trap, losing matches they should have never won and eventually losing a lot of confidence and taking many consecutive losses, struggling to pick their pace back up. This is the type of team you need to avoid in your progressions, even when you feel relatively confident that they will win a match.

The correlation must increase with your last being the strongest pick; sometimes it may take a couple of days until such play has been found. Remember, betting is never a sprint, it is a marathon and the only way to make money is by being strict and patient. If you decide to go with an underdog, always take the spread you've got available which should bring your odds down to roughly 1.91 (depending on the margin and the type of spread you're using). This will lower the risk level.

Progressions are as following, you can go as far as you want to however, that totally depends on the amount of money in your bankroll and the amount per unit that you have decided to use. Obviously take always full precautions that losing a progression

can be very costly. You begin with bet A, let's just presume we stake 1 unit at 1.9 odds and the bet loses, you need to find another bet and stake 2 units on another bet at 1.9 odds. The amount can vary depending on how much money you are looking to make however be wary that if you lose B bet, you will have to recover losses for both A and B and then make profit on top of it unless you will be just looking to break even. The calculator within [zCode](#) VIP allows you to evaluate how much money should be staked during your progression.

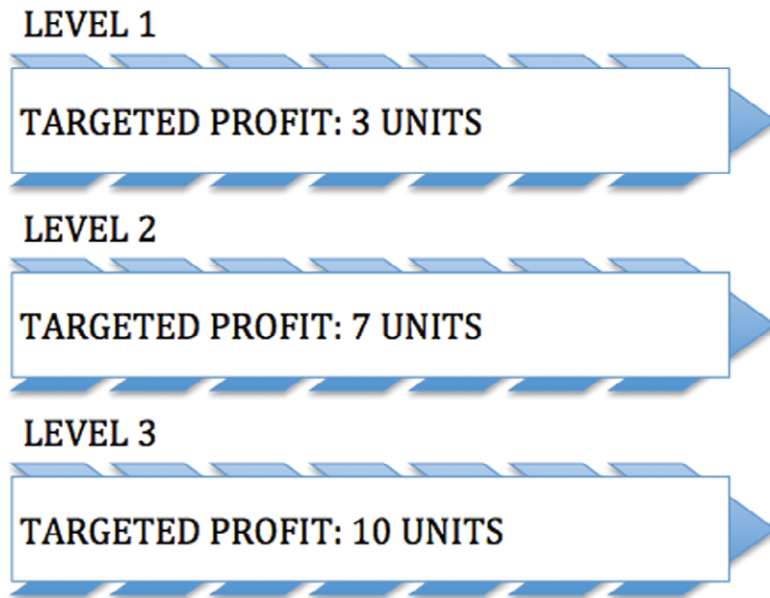
Idea of a recovery system for betting

Making profits consistently is a tough job, we all know that there are bumps on the road that you may eventually have to come across – it is a tough thing to get out of. It's almost like a spiral which just keeps on turning on and on – until the end where you will most likely lose all your money. Let's be honest, we've all been there at some stage of our investing journey, went on a winning streak, kept on winning for a couple of days and managed to make a satisfactory sum – however humans are greedy, and we kept on going until we hit this losing streak – there was one losing bet then 2 and more and eventually the bankroll has crippled completely. That's why I have invented this system for myself and others to use – so that when cloudy days come, you will be able to overcome them and get out of the spiral.

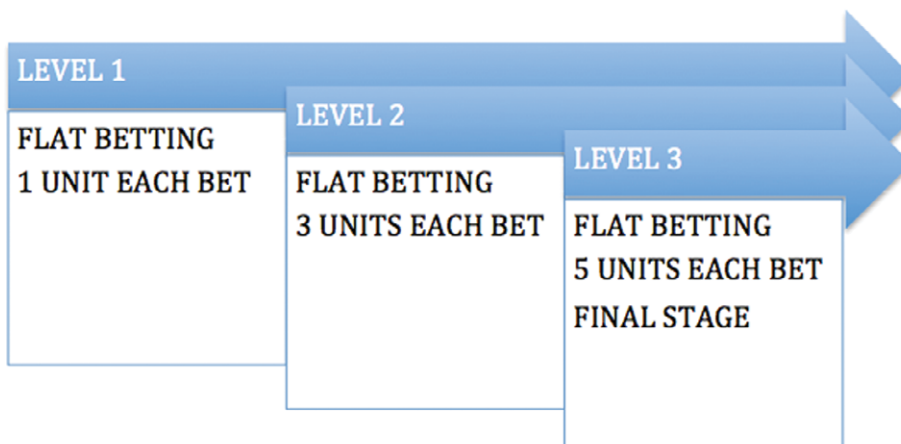
Let's go through the whole procedure. Through the year, as you place wagers on various tournaments one will be more profitable than the other and some may be just a massive disappointment. It's a good time to start the following week or month fresh, you don't want to be chasing your losses with 10 or 20 unit bets.

Instead what we want to do is start small; you build your confidence based on your results. You need to record the amount of units that have been lost and then aim to gain them back using the recovery system. Let's just assume 20 units went for a walk and we need it back.

Here's an example of how you can rebuild your profits;



Followed by the confidence structure that you need to follow;



I would also like to give you a good example of how such confidence level system works in real life;

Stage 1:

RECOVERY MODE PLAN									
Date	Selection	Odds	Stake	Return	Profit	W/L	W/L \$	Total Net Profit \$	TOTAL UNITS WON
1/1/2014	Dolonc V. - Peer S.	1.55	100	\$155.00	\$55.00	WIN	\$55.00	\$55.00	0.55
1/1/2014	Ramos A. - Robredo T.	2	100	\$200.00	\$100.00	LOSS	(\$100.00)	(\$45.00)	-0.45
1/1/2014	Troicki V. - Golubev A.	4	100	\$400.00	\$300.00	WIN	\$300.00	\$255.00	2.55
1/1/2014	Cuevas P. - Seppi A.	1.86	100	\$186.00	\$86.00	WIN	\$86.00	\$86.00	3.41
1/1/2014	Youzhny M. - Haase R.	2.54	100	\$254.00	\$154.00	WIN	\$154.00	\$240.00	4.95
1/1/2014	Marcora R. - Gojowczyk P.	1.89	100	\$189.00	\$89.00	WIN	\$89.00	\$329.00	5.84
1/1/2014	Kristin P. - Ramirez-H.R.	2.05	100	\$205.00	\$105.00	LOSS	(\$100.00)	(\$100.00)	4.84
1/1/2014	Gabashvili T. - Cuevas P.	1.69	100	\$169.00	\$69.00	LOSS	(\$100.00)	(\$200.00)	3.84
1/1/2014	Jack Sock - Lukas Lacko	2.3	100	\$230.00	\$130.00	WIN	\$130.00	(\$70.00)	5.14
1/1/2014	Verdasco - Troicki	1.65	100	\$165.00	\$65.00	LOSS	(\$100.00)	(\$100.00)	4.14
1/1/2014	Haase R. - Monaco J.	1.76	100	\$176.00	\$76.00	WIN	\$76.00	(\$24.00)	4.9
1/1/2014	Gerasimov E. - Ilihan M.	1.88	100	\$188.00	\$88.00	WIN	\$88.00	\$64.00	5.78

Stage 2:

RECOVERY MODE PLAN									
Date	Selection	Odds	Stake	Return	Profit	W/L	W/L \$	Total Net Profit \$	TOTAL UNITS WON
2/1/2014	Kokkinakis T. - Duckworth J.	2.54	300	\$762.00	\$462.00	WIN	\$462.00	\$526.00	10.4
2/1/2014	Verdasco - Andujar	1.76	300	\$528.00	\$228.00	WIN	\$228.00	\$754.00	12.68

Stage 3:

RECOVERY MODE PLAN									
Date	Selection	Odds	Stake	Return	Profit	W/L	W/L \$	Total Net Profit \$	TOTAL UNITS WON
3/1/2014	Ram R. - Donaldson J.	1.87	500	\$935.00	\$435.00	LOSS	(\$500.00)	\$254.00	7.68
3/1/2014	Sugila Y. - Young D.	1.97	500	\$985.00	\$485.00	WIN	\$485.00	\$739.00	12.53
3/1/2014	Ginepri R. - Falla A.	1.55	500	\$775.00	\$275.00	WIN	\$275.00	\$1,014.00	15.28
3/1/2014	Dancevic F. - Paire B.	1.76	500	\$880.00	\$380.00	WIN	\$380.00	\$1,394.00	19.08
	Przysiezny M. - Salfwat M.	1.66	500	\$830.00	\$330.00	WIN	\$330.00	\$1,724.00	22.38

The amount of money that was lost in previous stages was recovered through strict money management technique. Of course be aware of the fact that in order to recover, you need to begin hitting winners, however with lower stakes you are not exposing your bankroll as much therefore there is more room for error. Of course once the confidence level goes back, it is time to end the recovery.

Fantasy eSports, get a piece of the \$17 million pie



Vulcun is a fantasy and media platform for League of Legends, Counter Strike Global Offensive, Call Of Duty and Defense of the Ancients 2. It's quick to get registered, allows deposits through multiple mediums, and gives a great way for bettors to put their prediction skills to work. Ali Moiz, founder of Vulcun, believes fantasy eSports has the chance to become a \$250 million a year industry by 2020. Fantasy esports might be the fastest growing sector of the competitive gaming industry. Investors believe it to be true, Vulcun received \$12million in Series A funding since its release, that's a huge amount of money considering the company only opened its website in February, 2015. Within six months they have paid out more than \$10 million in prizes, number that is due to change at the point of you reading about Vulcun here. The organisation can compare itself to ones that operate similar business with traditional sports, like DraftKings, where they offer daily payouts to fantasy players. Vulcun takes a fifteen-percent commission

of money wagered and players have the chance to go head-to-head on a lot of competitions.

Vulcun likes to compare itself to firms that operate a similar business but with traditional sports, like DraftKings, which offer daily payouts to fantasy players. They take a 15 percent commission of wagered funds between groups of fantasy players. The purpose of fantasy eSports is to choose either five or six players across all of the players taking part in the given competition; essentially this is your fantasy team, based on their performance they receive certain amount of points. Fantasy points are awarded to each player based on his performed actions in game. The main goal is to create a well balanced team which will score the most amounts of points.

The example can be shown for a game like DoTA2:

KILL	DEATH	ASSIST	CREEP
+2 points	-1 point	+1.6 points	+0.1 point

The shotcaller feature allows you to choose a player who will gain a 25% boost on overall points.

Now let's assume certain player in game managed to get 12 kills, 2 deaths, 10 assists and 120 creeps. His final score will be calculated as following: $(12*2) - (2*1) + (10*1.6) + (120*0.1) = 50$ points. This is just an example for a single player of a team, such calculations will be done by the system for each of the players on your team and all of the totals will be added up, the higher the total, the more chances you have of winning over others. In most tournaments taking place on the fantasy eSports websites you don't have to finish first in order to get a reward. The prizes are often split up between few people unless it's a 1vs1 competition.

Now that you're aware of the point structure it's time to select your first team, the salary cap is set to \$10,000, each player has its own salary which is determined based on statistics of his

season average points, last week points and general popularity. In general, picking top players from all of the teams in the competitions isn't a good idea as one of the teams has to lose; you have to choose wisely based on your knowledge of the players. Not to mention that picking those top players will take a large amount of your available funds. You want your team to be balanced financially and skill wise. Look out for players being on a streak, if you notice or read about a certain player outperforming in the recent matches that would be the obvious pick for your team. After choosing your players, it's time for you to enter your first competition.

Available Players

Name	Team	Season Pts Avg	Last Days Pts	Salary
k1czy	DIG	48.55	41.5	\$1542
gshmp	DIG	41.32	43.7	\$1461
schneider	DIG	38.45	33.5	\$1340
GuardiaN	NAVI	43.91	0	\$1325
iEmphe	HR	46.19	0	\$1321
k1nfhq	SKG	40.62	0	\$1315
pasha	VP	39.84	0	\$1304
Snax	VP	43.78	0	\$1291
qJerebye	DIG	39.02	31.8	\$1274
s1kkaR	HR	51.82	0	\$1265
Cloumeister	FNC	49	0	\$1253
JW	FNC	41.28	0	\$1246
Nemio	NAVI	45.86	0	\$1241

My Team

Team Name	Salary Remaining	Salary Used
krazib04 Team	\$112	\$9888

Example of a tournament entry on Vulcun.com

Vulcun also created their own virtual currency, the so called 'gold' allows people to turn the currency in to in-game items which can be purchased from Vulcun's website. Each member receives gold by logging in, it can also be purchased on their website, besides having money-only tournaments, there will be a couple with just gold, this way vulcun allows users who don't deposit real money, to compete and have fun with the rest of the community. Gold can also be used to obtain tickets for the lottery to win in-game skins, those lotteries take place every few minutes or so. Surprisingly each of the lotteries gathers

over 500 people with tickets. Another great factor about Vulcun is their promotional strategy; they sponsor a great amount of tournaments, before the start of each match sponsored by Vulcun, commentators showcase their selected team for the match, this encourages the viewers to create their own team and join the fun, essentially with this one move Vulcun attracts a huge audience to their website.

However, Vulcun isn't the only fantasy eSports website. Two, well established websites across American sports have jumped in on the bandwagon of eSports and their names are familiar to most – Alphadraft and DraftKings. Alphadraft boasts about their \$300,000 payouts each month, meaning they will give away over \$15,600,000 in the first year of its existence within eSports scene. Alphadraft has all the makings of a premier DFeS web application and most recently with the acquisition from FanDuel for roughly \$25 million; they will have the opportunity to be bigger than ever. Alphadraft takes a great pride in their Mobile application as they happen to be the only Fantasy eSports website with such application right now. As you may imagine, Fantasy eSports websites have more familiarities than dissimilarities, Alphadraft offers very similar game formats with guaranteed prize pool tournaments where large field of entrants get to win a piece of the prize pool, those range from \$0 to \$50 tournaments where prize pools are typically in the three-to-four digit range. Free tournaments give users a chance to test the product before they deposit any money and fully get in to Fantasy betting. Another format is a 50/50 one-on-one where one half doubles their money and the other goes home empty handed. There is also booster, where a percentage of the field set certain amount. Just to give you an example, with 10x multiplier, Booster will pay 10 times the buy-in to all winners. Finally there is winner takes it all format where as you may have already guessed the person who gets the highest amount of points and tops the scoreboard, takes all of the money from

the pool. Entry fees range from \$0.25 all the way to \$500. With the stake surely due to be increased as the website continues to grow at its current rate.

Alphadraft's range of eSports games is very comparable to Vulcun, their offer included League of Legends, CS: Global Offensive, DotA2, Smite and Hearthstone. Their registration process is also very stress-free where they only require four fields to be filled out. No difference with the deposits in relation to other sites, they take paypal as well as debit/credit card deposits. Users are also entitled to first-time deposit bonus which gives dollar-for-dollar up to \$250 with no promotional code required, same as Vulcun the funds are released at a rate of 4% of the contest entry fee. Important note to those trying to use Fantasy eSports from certain states within US, Alphadraft decided not to offer its real-money services in Nevada, Louisiana, Montana, Washington, Arizona and Iowa. In addition participants must be over 18 years. Also, as it stands it is a criminal offense to use fantasy sports online in Washington.

Worth mentioning that world's biggest fantasy sports website – DraftKings have also added esports to their website, at the current state only offering League of Legends. They boast their reputation based on the \$1 billion paid out in 2015. Players can either play for free or in game that include cash prizes with one specific \$3 event that will pay out \$25,000 to the winners. Daily fantasy is an enormous business. Draftkings and its competitor Fanduel (main owner of Alphadraft) are both worth around \$1 billion each; they collectively spend around \$31 million on marketing during first week of the NFL season. Draftkings in particular made a deal with cable-sports leader ESPN that makes it the exclusive daily-fantasy partner. You will see their logo here and there; Draftkings spend over \$125 million on advertising each year. With both Fanduel and Draftkings fighting over the turn, it's no surprise they have both jumped in on eSports as fast as they have.

Very similar to its competitors, Draftkings have first deposit bonus, which goes up as high as \$600 when depositing \$600 of your own money. Once again the bonus is trickled out in parts with 4% each. Sadly Draftkings is only available to US and Canada citizens with some restrictions in individual states. Before completing your registration, you will be asked to connect your account with your credit card or your paypal account. This gives draftkings over its competitors who allow people to sign up without any issues and let them place their first fantasy esports wagers by joining free tournaments. Draftkings however make up for it with ridiculously huge prizes compared to other platforms. They also generated their own VIP system which rewards players with poits that can be used in their store. In terms of appearance and prize money, Draftkings seems like the best possible website out there, their only downside is the lack of different eSports titles available however it's only a matter of time before you see CS:GO and other games there.

Word from the zCode eSports investor

Contributed by a winning Zcode e-sport expert Teemu

1. Introducing Teemu

Out of all the eSports available SC2 is the one that I've taken under my wing as the "main game" as I really like the brutality of the game; a single mistake if spotted by the opponent is usually enough to end a map/match, thus for the players to make it they have to be really pristine with their plays.

A little bit about Starcraft 2 first and some terms that I'll be using which might be good to know; SC2 is a brutal 1v1 (for now) RTS (real-time strategy) game that leaves very little room for mistakes in the high end of the competitive scene, a single mistake that the opponent realises might cost one a map/game. These mistakes can happen anywhere at anytime during a match. Fastest games end before the 5 minute mark whereas the longest ones I've seen have gone on for over an hour.

This brings me to the few terms that I'll be using, first of which is Cheese or Cheesing. This is a strategy that a player can use where they heavily invest in a really fast attack towards the end the game before that 5 minute mark, this strat (shorter for strategy) is a really risky one and more often is a strat that one could call an "All-In" type of a play where you risk losing the game on mainly the possibility that the opponent won't scout what you're doing. Scouting in Starcraft 2 is the play where you try and find out what the opponent's building/where they are/ what they've built and so on, basically you're trying to find out as much about the opponent as possible and it's often good to have a good read on what the opponent is doing throughout the whole game as a simple tech switch (going from one unit/

unit combo focus to another) can end up finishing the game if it's not spotted early enough. Proper scouting and successful scouting in a cheese situation usually wins the game for the player who's being cheesed against, should they get this intel early enough and know how to respond to it.

When cheesing/defending cheese another term comes in to play which is called Micro(ing), this is when the player(s) control their moving units and who's positioned where and who's killing who and doing what. Good micro in an even situation a really big factor on who comes out top and can even turn unfavorable situations into your favor.

Another aspect to the game is called Macro, which is how one handles their economy basically. Macro involves basically everything other than hands-on unit movement/handling; whether it be keeping sure that you've got enough resources for what you need and when you need them and also making sure that you're using the resources, maximising your resources while not overdoing it, making decision on what path to take with structures, units, upgrades and all that. Making sure you're not supply blocked (can't build more units) and all that. Often when the game gets very micro-intensive and goes to late game, the real difference comes from how you've done your macro as it's harder to do/handle when you're focusing on micro.

The more you know about the player and how they handle all of these aspects of the game, make for easier reads on the games themselves.

I started betting on SC2 just by watching the games and "analysing" on how the players perform and whether their play-style (cheesing, late game, macro/micro preferred etc.) would match well against the next opponent or not. So it started out purely just by watching and getting to know the players played and where and when they were likely to perform well/poorly.

This actually kick started and is still more or less the foundation of my approach towards betting on Starcraft 2. Nowadays the biggest "difference" is that I've built a system that goes through a lot of data and does some analysis and comparison automatically whereas previously I used to do all this by hand. It's more so a convenience as most of the work still comes from studying the strengths and weaknesses of each player as there're a lot of factors that affect or can affect the outcome; how one copes with stress, tiredness (been traveling a lot prior), multitasking skills, predictability just to name few, there's almost infinite amount of data like this that doesn't show up in any database.

Some of the skills mentioned above go for any eSports and some might only be applicable for Starcraft 2. Using this "not recorded" data can really boost the prediction accuracy of one and allows us to find plays with prices of >3.00 without breaking a sweat. Then on the other hand one can study and mine through all the nearly infinite data that's available of each player/team and still only do decently, if even that. So I've felt that the best results come from combining the knowledge of teams/players with the data that we can all easily go through.

In Starcraft 2 I usually start by looking at how the players have performed lately in general, against each race, online and offline and whether the performance is from Minor, Major or Premier tournaments. How the player generally matches against the opponents' race, how they've performed h2h (online and offline), how their ratings are looking (generally and versus races, more weight on the gradient of the median rather than absolute rating that I've my system calculate) and generally their form. Using these pretty basic stats I'm calculating a probability for the player to win then combining/averaging this with the probabilities from few other sources. I'm calculating probabilities here just for one purpose; to apply Kelly criterion on the probabilities to see whether the odds have proper value.

All of this is not where I make my decision as I've wanted to keep my approach as close to what I started with; my personal analysis on the players and their play styles etc. All of the automated stuff is there just to aid me and to compile all the data I used to gather from multiple sources to a single place.

As for the future of my system I'm planning on including personal notes on each player that I'll be adding/updating after each map so it's easier for me to see these things that are not really recorded anywhere properly. I record some of the strats used as "raw" data to be visualised by oscillators on how well a player performs a strat or performs against a strat. This is something I've been craving for a while as not long ago I lost a bet on a player that has been rocking top notch players left and right and lost to a player who just cheesed him 3 games in a row in a Bo5. This is an example of something I'll start keeping track of once LotV (Starcraft 2's new expansion) kicks in in the competitive scene; How player A performs against strat X and if player B is prone to use strat X.

As SC2 (Starcraft 2) is the my "main game" it's the one I'm spending most time on getting a proper methodical system running on but while the end of the year is relatively slow for SC2 I've been spending time looking more and more in to other games as well main focus being on CS:GO (Counter Strike Global Offensive). And my approach towards CS:GO is pretty much the same as what I had in the beginning when I started watching SC2. I look every match that I can and try to identify the strengths and weaknesses of each team and their individual players. With CS:GO as the game is round based it's harder to track each teams' strats as the subtle differences might not be as easy to spot especially as the matches are often "directed" by the streaming party. One thing that does make a difference tho in CS:GO is momentum. Momentum in CS:GO is something that can swing the game in favour of either team by a huge margin. Other than just analysing teams and players and the

available data, there's no real magic to my CS:GO predictions so far. Having knowledge of the game does obviously help a lot and then just hours and hours of studying the teams and players.

Once I get my SC2 system to a satisfactory state (in my opinion) I'm planning on doing the same for CS:GO; to have my own database/system full and full of the exact data that I use on my predictions.

Some bulletpoints I'd give on these two games if someone wants to study the games themselves would be the following:

- If you want to get the best results, be prepared to sit down and watch the games. Know what's happening and try and identify where the player makes a mistake or a great play, even if it doesn't end up affecting the end result, it really does give you insight on the player/team itself.
- Make sure you understand what the tournament/game is that you're betting on. Where as in "regular sports" the games are played throughout the same season etc, eSports are played mostly as tournaments and these tournaments are usually independent of each other. Distinguish which tournaments are more important than others and whether they're played online/offline. As some teams take the smaller tournaments as practise and try out new things or even consider them to be a break from the games that actually matter. This can really have an impact on how a team performs.
- From the above; avoid minor tournaments and at times even "major" ones, focusing on premier tournaments usually yields the best results as the teams are most likely to perform at the level they should.
- More or less the same as the previous: avoid lower tier matches as there's ton of 'em.

- Go through the simple stats as well; how a team/player has performed recently, how they're doing H2h, which player/team does the matchup favor (maps in CS:GO, races in SC2 etc).
- If possible, check the twitter accounts of the players to see if they've mentioned something relevant; a SC2 player once mentioned before a match that he'd been sick for a while and was not feeling well. I placed a +HC bet on the underdog @ 3.7 and ended up cashing after the first map.
- Check other people's predictions BUT treat them with a lot of salt, there have been cases where some people make predictions on well-known betting discussion boards and in some cases these can actually affect the odds as people bet blindly on these. (This has been taken advantage of).

If you want to know more about the players some tools/resources I use for my analysis. For SC2 probably the ones that I started with (and still use) is Starcraft's official site and WCS (World Championship Series) standings/records <http://wcs.battle.net/sc2/en>. The information here can be quite few so probably the single biggest resource of SC2 data for me so far has been Team Liquid's site <http://www.teamliquid.net/> and especially their wiki http://wiki.teamliquid.net/starcraft2/Main_Page which has probably more up-to-date information than the official sources. Team Liquid's resources are still the leading source of information for my analysis excluding the fact how much I actually watch the game. Now with my system I had to find new sources to gather more "dull data" from and here one big site has come up: <http://aligulac.com/>. Aligulac provides a lot of statistics you didn't know exists and also pretty decent predictions on given matchups. Aligulac is one of those sources that I compare and average my probabilities against, but it calculates probabilities in a different manner than I do and

it's purely stats based, so if you want to use it, only use it to aid your picks, not guide them. The first two should be sufficient sources of data to kickstart one's betting career with SC2 as it was sufficient for me. Nowadays as mentioned above I've built my own system that does some extra trickery but is not necessarily needed to make quality picks.

What comes to CS:GO these are the sources; <http://www.hltv.org/> is probably the biggest one for me as it provides a lot of data on a teams' performance and pretty much anything one could want/need to get started. HLTV is probably the source that I use majority of the time but few other sites that I use to aid my picks are Gosugamers' CS:GO section (<http://www.gosugamers.net/counterstrike/>) and reddit's [/r/csgobetting/](https://www.reddit.com/r/csgobetting/) (<https://www.reddit.com/r/csgobetting/>) which I do recommend reading with a lot of salt, the main thing I look for in this board is just a mention of possible player substitutions and even then I try and confirm them myself. One day I'm planning on building my system to fetch data from Steam's API to get the most recent and trustworthy data of each single player, but that'll be in the future.

To be honest you can find as much data on these games as you want but most of it can be quite obsolete and I trust that most of the picks in the field of esports should/could be placed based how you've just seen a team perform. More often a team plays more than one match a day so a good place to start would be to watch the first match (preferably of both teams) and then try and make a prediction on the match that'll be played later that day, here's where the big tournaments come in as especially in the early stages teams often play multiple matches a day.

Money management

This will be a brief subject for me as I'm a true believer of flat betting so there's no real magic here for me. Every now and then I like to play around with different MM systems and approaches and few of my favorites are SMIS (Set Monthly Income System by Prof Jonny) and the one where after 36% of profit you recalculate unit sizes to match the new bank (i.e. @ 136units 1 unit will be 1.36 units of the initial bank or the new bank will be $100u = 136u$ of the initial bank). But I've always felt that money management is everyone's own deal unless a system specifically relies on a specific MM approach. If not find your own sweet spot and go with that and for me that's been flat betting, anywhere from 0.5u to 10u a wager and at times even up to 25u but that's usually after the bank's been built nicely and we're on a nice streak.

Some rules of thumb that I tend to follow when it comes to MM tho:

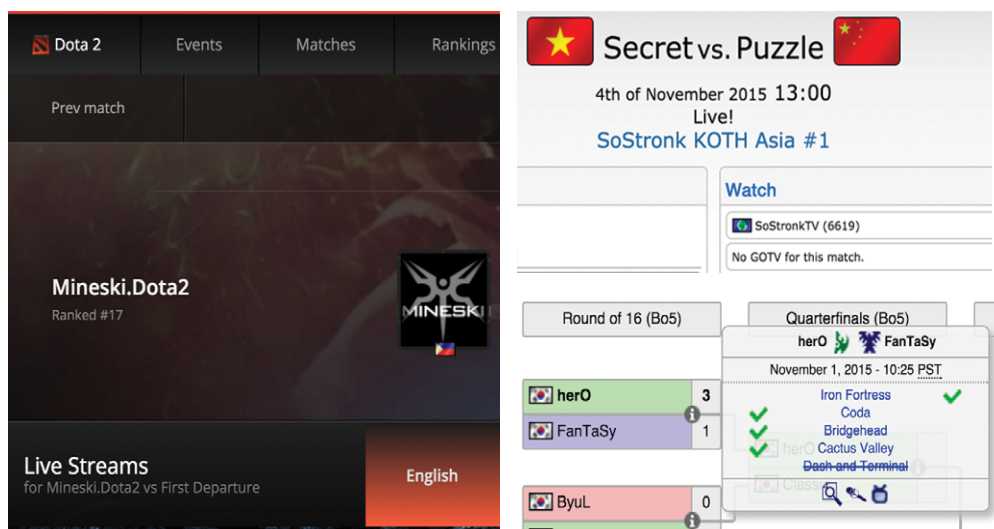
- Don't chase losses, they're part of the game. If chasing losses was the way to go, we'd have a world full of rich sports bettors.
- If a day/week is going bad for you, sit back for a while, do something else and come back the next day/week. This is a process, oh if I could count the times I've started placing "desperate bets" (in hindsight) where the main goal was probably just to get the few wins on board for the day. Oh how much time I had to spent to recover from those days.
- Set limits for yourself; bets per day, +- amounts per day/week, when you reach them, stop and you know you won't go overboard and will be more likely to keep a hold of your profits.
- This is just personal preference but don't go too fancy with the MM systems, spend more time on making quality picks

(losing bet can be a quality bet too!) rather than figuring out spending day after day to figure out how your super complex MM handles this situation. KISS

- Don't be afraid to allocate multiple bankrolls to different systems/sports/approaches. I think I've struggled the most when I've had a really general bankroll where I would bet on multiple sports all around the board. This again is personal preference and I know people that make this work better than anything, but for me it's been harder to keep things consistent.
- Last but not least, only allocate what you can afford and especially when you're learning, don't be afraid if you blow your bankroll. I've done it, never allocated what I couldn't afford and here I still am, rocking my own systems.

How to follow eSports?

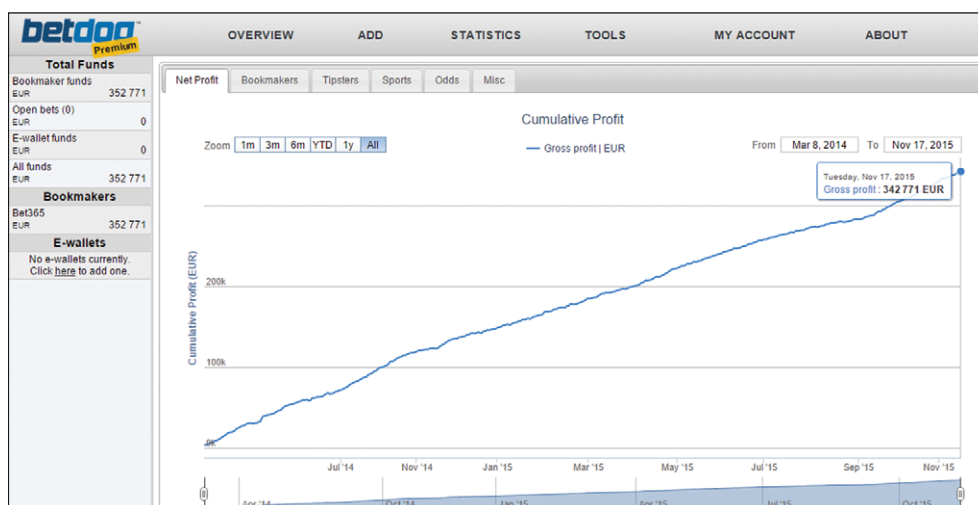
Probably the biggest service to follow ANY esports is Twitch.tv where you can usually find the correct channel under a given game when then match is starting as that channel usually has the most viewers of the available channels so it shouldn't be too hard. At times there are cases when finding a stream can be a bit tricky tho and this is when I use Gosugamers for Dota2 and Gosugamers and HLTV for CS:GO as the match pages on these sites usually provide a link to the correct stream when the match is about to start.



As for SC2 if the stream's hard to find from Twitch itself, usually I navigate to the tournament page on Team Liquid's wiki and click on the small "i" button next to the match that opens a small detail window that has little icons one of which is the live stream link.

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Conclusion: Esports in the years to come



Current temperature of eSports is sizzling. These silicon-rich stadium events hosted by the likes of Valve or Riot feature highly competitive video games with massive sponsorship backings and major companies are getting involved, those include the likes of Coca Cola, Monster, Intel and hundreds more that recognizing potential to advertise and at the same time providing funding to help develop a monster. As Michal Blicharz said “eSports are not going anywhere. They are only getting more popular”. By 2017 it is supposed to swell to about 150 million viewers. Unlike the traditional sports with over 100 years of history eSports is only 20 years old give or take few. There is huge room for growth in this position.

Speaking of room, eSports still has gaps in the professional games. Developers will continue to seek to expand the kinds of games that find an audience. Majority of titles fall into a few major genres, chances are that the new viewers won't understand the likes of multiplayer online arena battles therefore developers have the chance to offer wider choice of games so that they can appeal to a wider audience. One possible title that comes to mind would be a competitive racing game.

Another aspect on which eSports needs, and definitely will improve on are the leagues and their accessibility. Although majority of the action takes place online, the main events with huge prize pools are held in large cities, and rightly so. However there is currently an issue with growing new talents as smaller cities or even countries lack such infrastructure and support from the developers and organisers. Local esports tournaments require support from both local sponsors and sports associations to succeed. If you take tennis for an example, the international tennis federation (ITF) is in charge of distributing money around the world to support the growth of young talents. There are events taking place almost every day of the week in even in countries such as Mauritius which has only a small population of roughly 1.3 million people. Right now eSports only holds events in major cities, making it hard for many people to travel and making it expensive for organisations to fund those players' trip. Publishers will need to begin to connect local esports activities with the larger regional and global championships.

Better regulations are also vital for a healthy growth of eSports. At this point organisers and publishers are only beginning to introduce rules and regulations. ESL are doing blood tests to prevent the use of PEDs and anti-cheat systems are undergoing constant development to be improved and to prevent any misuse. Most importantly the betting companies

are getting involved, and when bookmakers are involved there are always chances of a team throwing a match for a certain bribe. There is potential for serious corruption with massive influx of cash. Certain players have already been banned for throwing matches and once again, developers and organisers need to set ground rules against any of it.

Media companies are certain to begin to get involved with eSports more and more, it's only a matter of time before the likes of CBS, Fox and ESPN begin to stream video games on daily basis. They are willing to pay a serious amount of money given there are people to watch it, and there are. Esports however has not valued its media rights the same way traditional sports did. Games are developed by certain companies; in comparison nobody owns a sport like baseball or football. Essentially it's a much more complicated ecosystem. Of course there is Twitch TV, perhaps as it stands it has little presence on the potentially more lucrative mediums such as televisions however that is slowly changing and with the Amazon Cloud servers on their back, and they will be able to stream to millions of people without any delays.

Going back to the betting side of eSports, there are obviously massive positives about it. The ability to make money off electronic games attracts wider audience which helps eSports to grow at the pace it does right now. It is only a matter of time until remaining bookmakers begun to put together teams of experts who will be able to expand their available markets and offer live betting. As it stands many bookmakers are in the game and it is only to expand.

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