

## **The Effect of Esports on Player Engagement and Value Co-Creation in Gaming Business Models [Working Title]**

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### **Motivation:**

The traditional gaming business model has shifted from a one-time purchase to "Games as a Service". For publishers, an esports league is increasingly no longer just a marketing expense for a game launch, but rather it has become an anticipated permanent infrastructure designed to influence player engagement and interaction with the game.

The core motivation for this thesis is to investigate the commercial spillover effects of esports spectatorship. Specifically, it seeks to understand how professional competitive ecosystems influence players not only as consumers of digital goods but as active participants and co-creators within the game's broader value-chain.

### **Goal:**

The primary goal of this thesis to conduct a literature review to analyze and conceptualize the multi-dimensional spillover effect of esports league consumption on player behaviour. Possible research questions include: To what extent does consumption of an official esports league influence players' intention to engage with the game or purchase in-game content? How do major esports tournament cycles correlate with short-term and long-term player retention rates? Which characteristics of esports spectatorship have the strongest influence on players churn or returning behaviour?

### **References and Related Literature:**

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