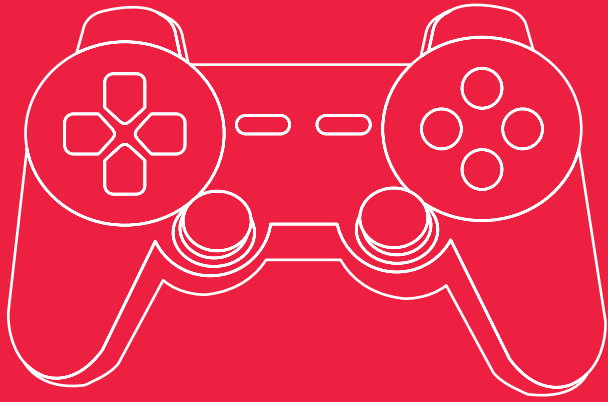
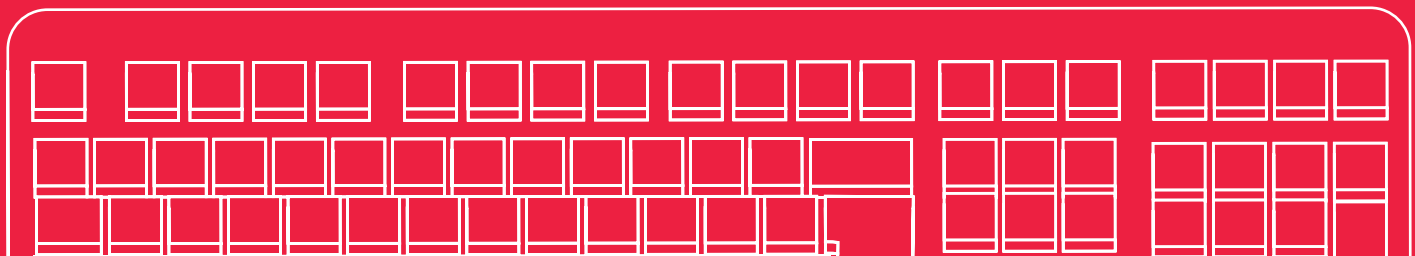


**STRATEGIC PLAN FOR
ESPORTS DEVELOPMENT
MINISTRY OF YOUTH AND SPORTS
2020-2025**





**STRATEGIC PLAN FOR
ESPORTS DEVELOPMENT
MINISTRY OF YOUTH AND SPORTS
2020-2025**



CONTENT

05 THE MINISTRY OF YOUTH AND SPORTS' ASPIRATIONS

07 SECTION A: INTRODUCTION

- Introduction to Malaysia's First Strategic Plan for Esports Development
- Creative Guideline
- Malaysia: Centre of ASEAN Esports Excellence
- Raising Public Confidence Towards the Esports Industry

17 SECTION B: ESPORTS OVERVIEW

- What is Esports?
- Overview of Esports Development

25 SECTION C: METHOD & OBJECTIVES

- Strategic Plan for Esports Development Approach
- Introduction to Taskforce Committee
- SWOT Analysis
- Vision, Mission & Goals

33 SECTION D: STRATEGIC PRIORITIES

- 5 Strategic Priorities

37 STRATEGIC PRIORITY 1: DEVELOP ATHLETES FOR ESPORTS EXCELLENCE

40 Strategic Objective 1.1

Athletes' Duties, Rights, and Contract Guidelines

- Standardise Guidelines for Esports Athlete Contracts

42 Strategic Objective 1.2

Athletes' Welfare and Career Planning Guidelines

- Standardise National Guidelines
- Establish Career Path Options for Athletes
- Support Participation in International Tournaments

46 Strategic Objective 1.3

State and National Esports Leagues

- Ranking System and Central Esports Registry
- National Level Esports League
- State Semi-Pro League
- Provide Structures and Opportunities for Investor Support

52 Strategic Objective 1.4

Program and Facilities Partnership

- Partnerships with Esports-Related Brands for Sponsorships/Subsidies
- Pusat Kecemerlangan

54 Strategic Objective 1.5

National Young Athletes Development Program

56 Strategic Objective 1.6

Esports Physiology, Psychology and Diet

- Extensive Research and Development by Experts
- Expand the Role of the National Sports Institute into Esports

61 STRATEGIC PRIORITY 2 : TOWARDS RESPONSIBLE GAMING AND ESPORTS ETHICS

64 Strategic Objective 2.1

Safeguard Integrity of Esports

- Esports Associations to be Responsible for Safeguarding Esports Integrity
- Propose Anti-Doping Measures to be Implemented Worldwide
- ESM to Push the Safeguarding of Esports Integrity to International Bodies

66 Strategic Objective 2.2

Improve the Public Perception of Esports

- Set Up a Proper Awareness Campaign Plan
- National Esports Ambassador Program
- Protection of Children and Teenagers in Esports

74 Strategic Objective 2.3

Increase the Participation of Women in Esports

76 Strategic Objective 2.4

Responsible Gaming as an Extracurricular Activity

- Esports Clubs in School
- Esports as an Extracurricular Activity
- Emphasise the Importance of a Good Education

78 Strategic Objective 2.5

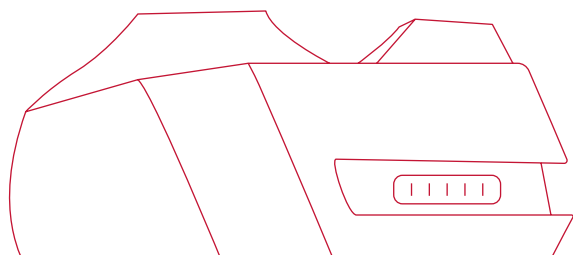
Address Game Addiction

- Incorporate Esports into the FitMalaysia Program
- Integrated Centre to Tackle Addiction

82 Strategic Objective 2.6

Balance Esports with Physical Activities

- ISN to Appoint Dedicated Esports Experts



85 STRATEGIC PRIORITY 3: BETTER ACCESS TO ESPORTS INFRASTRUCTURE

**88 Strategic Objective 3.1
Develop Malaysia as an Esports Hub**

- Official Centre for Esports Events
- Dedicated Esports Venue for Professional Athletes and Esports Development
- Designated State Esports Centres

**92 Strategic Objective 3.2
Develop a National Esports Academy**

- A Centre to Training National Esports Athletes and Develop the Esports Ecosystem

95 STRATEGIC PRIORITY 4: BUILD A SUSTAINABLE ESPORTS ECOSYSTEM

**98 Strategic Objective 4.1
Develop Esports Talents**

- Maximise the Utilisation of Existing Resources
- Esports Talent Program at University Level
- Tax Incentives for Esports Production

**100 Strategic Objective 4.2
Esports Industry Directory and Guidelines**

- Simplify the Online Permit Application Process
- Public Directory of Categorized Event Organisers
- Event Guidelines
- Esports Calendar

**104 Strategic Objective 4.3
Develop Esports Volunteer Network**

- Improve Upon Existing Database for Esports Volunteers
- University Esports Volunteer Program
- Engage with Other Volunteer-based NGOs
- Attract Key Publishers to Organise Events In Malaysia

**106 Strategic Objective 4.4
Esports Tourism Development**

- Identify and Develop the First Esports Destination in Southeast Asia
- Branch Out Across Malaysia via Regional Esports Hubs

**110 Strategic Objective 4.5
Empower the Gaming Industry**

- Enable Better Infrastructure for Publisher Servers
- Tax Incentives
- Support Major Esports Events
- Support the Development of Racing Simulators and VR/AR Esports
- Prioritise Local Content and Services

**114 Strategic Objective 4.6
Increase Private Sector and International Investment**

- Increase Non-endemic and Endemic Brand Sponsorships for Esports
- Attract Foreign Teams to Invest and Train in Malaysia

**118 Strategic Objective 4.7
Organise Regional Esports Conference and Summit**

- Entice More Corporate and Non-Endemic Brands to Participate

121 STRATEGIC PRIORITY 5: INSTITUTE GOOD LAW AND GOVERNANCE

**124 Strategic Objective 5.1
Athlete Management Under Esports Associations**

- State and National Athlete License
- State and National Team/Athlete Selection Program
- National Esports High Performance Program
- Recognition and Awards for Esports Athletes
- Esports Referee Development and Certification Program

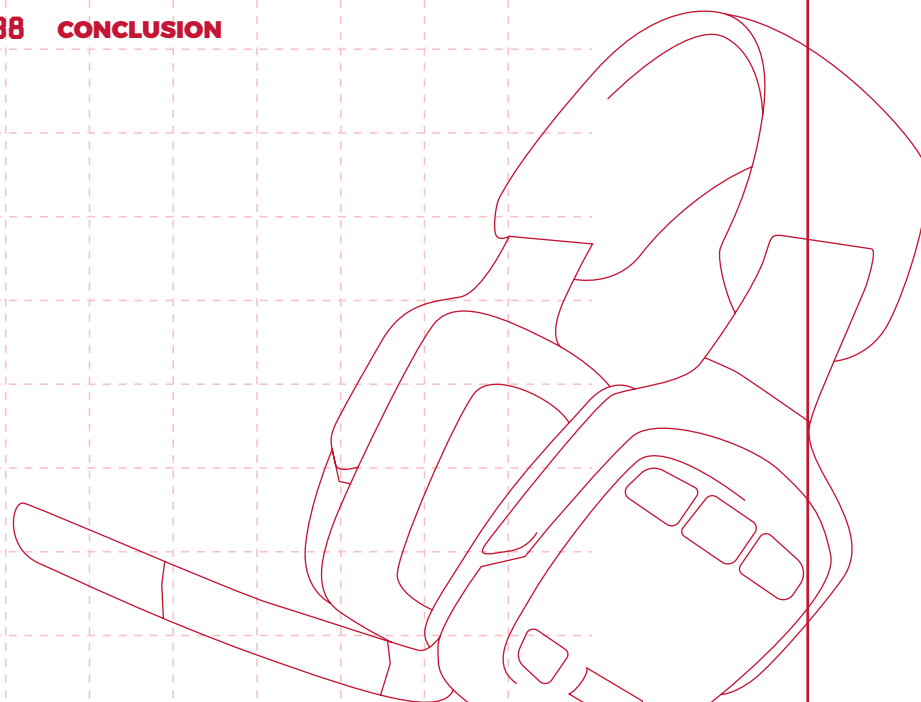
**132 Strategic Objective 5.2
Licensed Esports Training Centres and Stadiums Nationwide**

- Esports Activity Guidelines
- Provided Licenses to Qualified Individuals Only
- List of Esports Titles and Facility Requirements
- Approved Esports Titles

**136 Strategic Objective 5.3
Esports Development Act**

- Extensive Research and Development by Experts
- Expand the Role of the National Sports Institute into Esports

138 CONCLUSION





**STRATEGIC PLAN FOR ESPORTS DEVELOPMENT
MINISTRY OF YOUTH AND SPORTS 2020-2025**



□ FOREWORD

THE MINISTRY OF YOUTH AND SPORTS' ASPIRATION

After years of growth in Malaysia, the gaming community has become a major player in showcasing one of the best platforms for youths to engage with their peers: esports. The development of esports has finally grown from just a casual gaming experience into one of the biggest industries in the world, comparable to any other major industries.

As part of the national plan to embrace the Industrial Revolution 4.0, the Ministry of Youth and Sports needs to develop a whole new plan to engage with youths and athletes on a whole different scale. One major key industry that needs critical attention is esports.

Esports has become a global phenomenon and it does not show any signs of slowing down. For years now, Malaysia has been a key player in Southeast Asia and globally, producing young talents in multiple game titles who could stand among the best in the world.

The Ministry of Youth and Sports has taken up the challenge of launching this initiative to tap into the esports scene. This industry has a high number of engagements among youths, athletes, as well as million-dollar industries. It is about time for the Government of Malaysia to get seriously involved in the development of the esports.

I am very proud to spearhead the first ever Strategic Plan for Esports Development for the Ministry of Youth and Sports. This plan encompasses the key issues and essential needs of esports. The Ministry of Youth and Sports provides 25 key initiatives under 5 strategic priorities aimed to maintain the continuance of esports excellence in Malaysia. The plan will also serve as a reference point for all industry players to help develop the esports industry as a whole. The 5-year plan will shed some light onto the future of esports in Malaysia.

The Government of Malaysia is and always will be supportive of the development of esports. It will become one of the key economic areas in the world of sports, and the Ministry of Youth and Sports has prepared to lead the nation to the betterment of youth and sports.

Syed Saddiq bin Syed Abdul Rahman
Minister of Youth and Sports





Counter Strike:
Global Offensive

Defense of
The Ancient

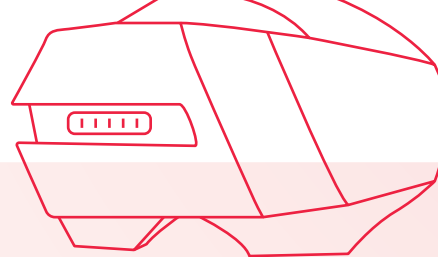
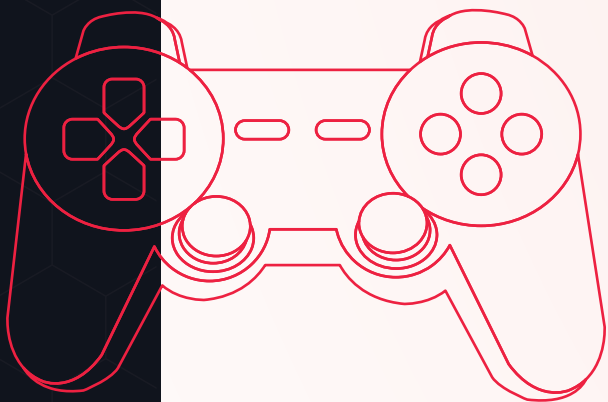
Starcraft

Player Unknown's
Battleground

SECTION A: INTRODUCTION



**INTRODUCTION TO
MALAYSIA'S FIRST
STRATEGIC PLAN
FOR ESPORTS
DEVELOPMENT**



The Strategic Plan for Esports Development will mark a milestone in the progress of the local esports scene in Malaysia. Esports has been active in Malaysia for more than 10 years. It has thrived and attained steady progress over the years.

The strategic plan will be a roadmap for the future development of local esports ecosystem. It will cover all the fundamentals of esports, including but not limited to: players, organisations, associations, event organisers, as well as law and governance.

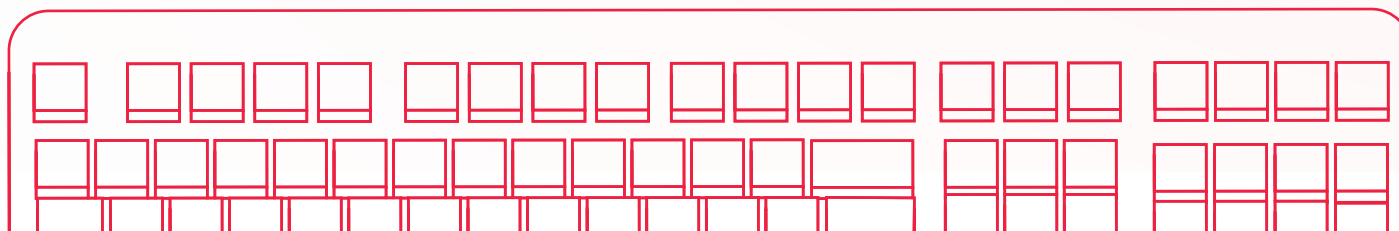
It will not only serve as a guideline for the rights and duties of players, but also boost the confidence in Malaysia's esports organisations, convince private sectors to venture into esports, ease event organisers' efforts in running esports events and tournaments in Malaysia, as well as serve as a reference for the Ministries and Government agencies regarding esports.

The plan is the product of the contributions of multiple layers of stakeholders. The on-ground engagement with stakeholders will ensure that the plan reaches the optimum and ideal target group.

It involves local and foreign professional esports athletes, teams, organisations, esports event companies, private sectors, and government agencies - all of which contributed to the production of the development plan.

The structure of the strategic plan encompasses a comprehensive 5-year plan from 2020 to 2025. It will take full commitment and cooperation from all stakeholders - from the grassroots level to key industry players - to fully realise its true potentials.

Essentially, the Strategic Plan for Esports Development is designed to boost the confidence of the public towards esports. There are many perceptions about the industry, and not all are correct nor well-informed. In the next couple of years, the plan will convince all stakeholders to venture into esports. The introduction of the strategic plan will unlock the full potential and remove the misconceptions about esports in Malaysia, and thus expedite the development of esports in Malaysia.





CREATIVE GUIDELINE

Logo owned by Ministry of Youth and Sports
Logo designed by Digital Forest Marketing

Logo Type
Subject & Typeface



INSPIRATION

Main Subject



THE MALAYAN TIGER

A tiger subspecies that inhabits the southern and central parts of the Malay Peninsula.

DIRECTION

Iconic Sport

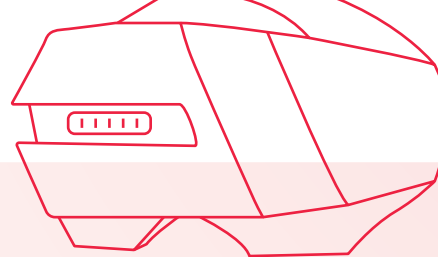
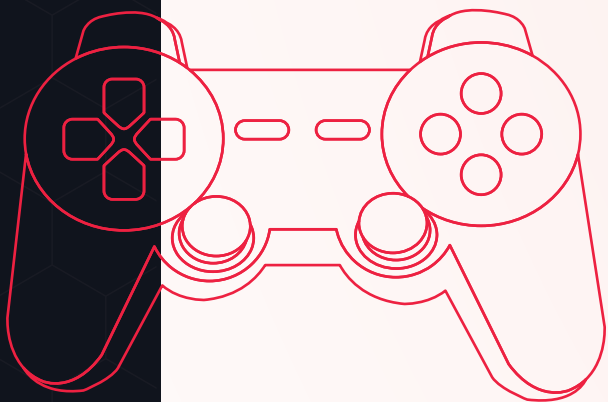


HARIMAU MALAYA

The national football team of Malaysia and nicknamed Harimau Malaya in reference of the Malayan tiger.



**MALAYSIA: CENTRE
OF ASEAN ESPORTS
EXCELLENCE**



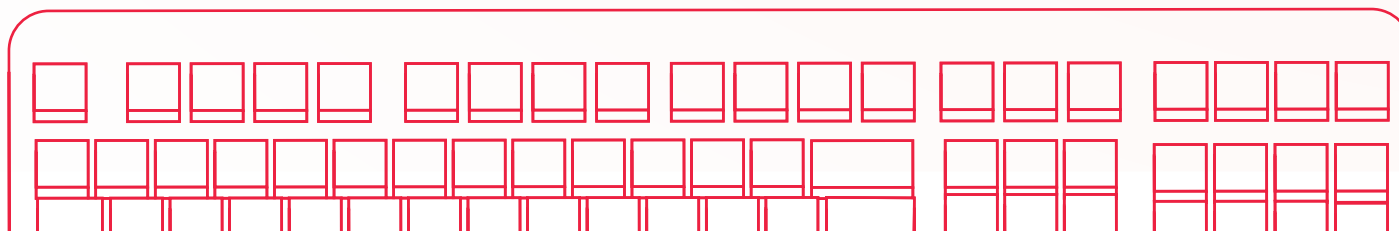
Malaysia is striving to become the hub of esports in the Southeast Asian region. As a country with a total of more than 14 million gamers, Malaysia has the best potential to lead the development of esports in the region. The country has a large pool of gamers, a steadfast growth in esports players, an increasing number of esports events, and most importantly, backing from the Government of Malaysia.

There are a number of Ministries who are vocally supporting the development of the esports scene, including the Ministry of Youth and Sports, the Ministry of Multimedia and Communication, and the Ministry of Finance.

In the tabling of the 2019 Annual Budget, the Ministry of Finance laid down RM10 million to be invested in the development of esports. It was the first ever annual budget announcement in Southeast Asia focused exclusively on the development of esports. The budget allocation has also been extended with the recent announcement in the Budget Speech 2020 with another allocation of RM20 million for esports.

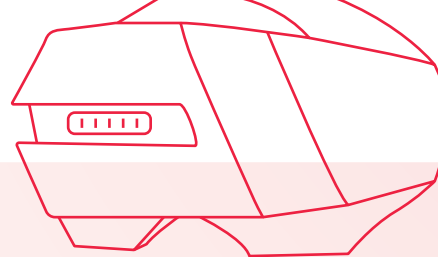
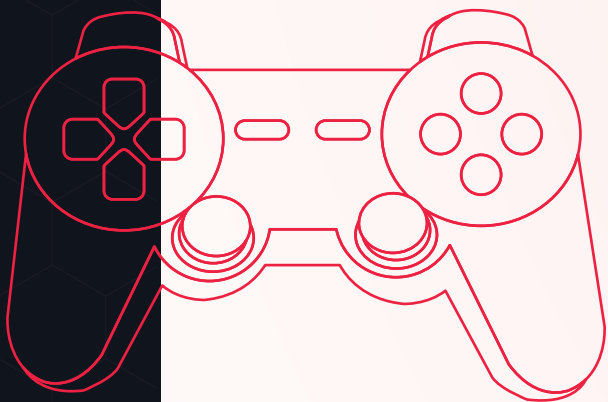
The Ministry of Youth and Sports has also proactively engaged with the gaming community to devise an athlete development plan, to build a fair and inclusive ecosystem, as well as to magnify the scale of esports to a greater depth and level of attention.

Throughout the year, the ministry has engaged with all the Southeast Asian nations to understand the market, its potential to develop in the country, and the trends among the ASEAN youth and digital industry. Overall, Malaysia has the best potential in becoming the esports hub of Southeast Asia. Malaysia has strong support from both the Government of Malaysia and the local gaming community, and we are blessed with good infrastructure as well as high purchasing power in the digital market.





**RAISING PUBLIC
CONFIDENCE TOWARDS
THE ESPORTS INDUSTRY**

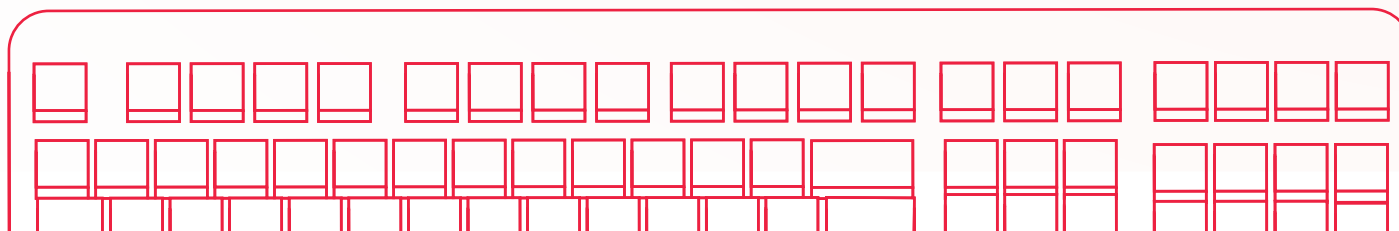


Esports is growing faster than any other industry. The popularity of esports among the youth is reaching not only developed nations such as South Korea, Sweden, or the United States, but also developing countries within the Southeast Asian region.

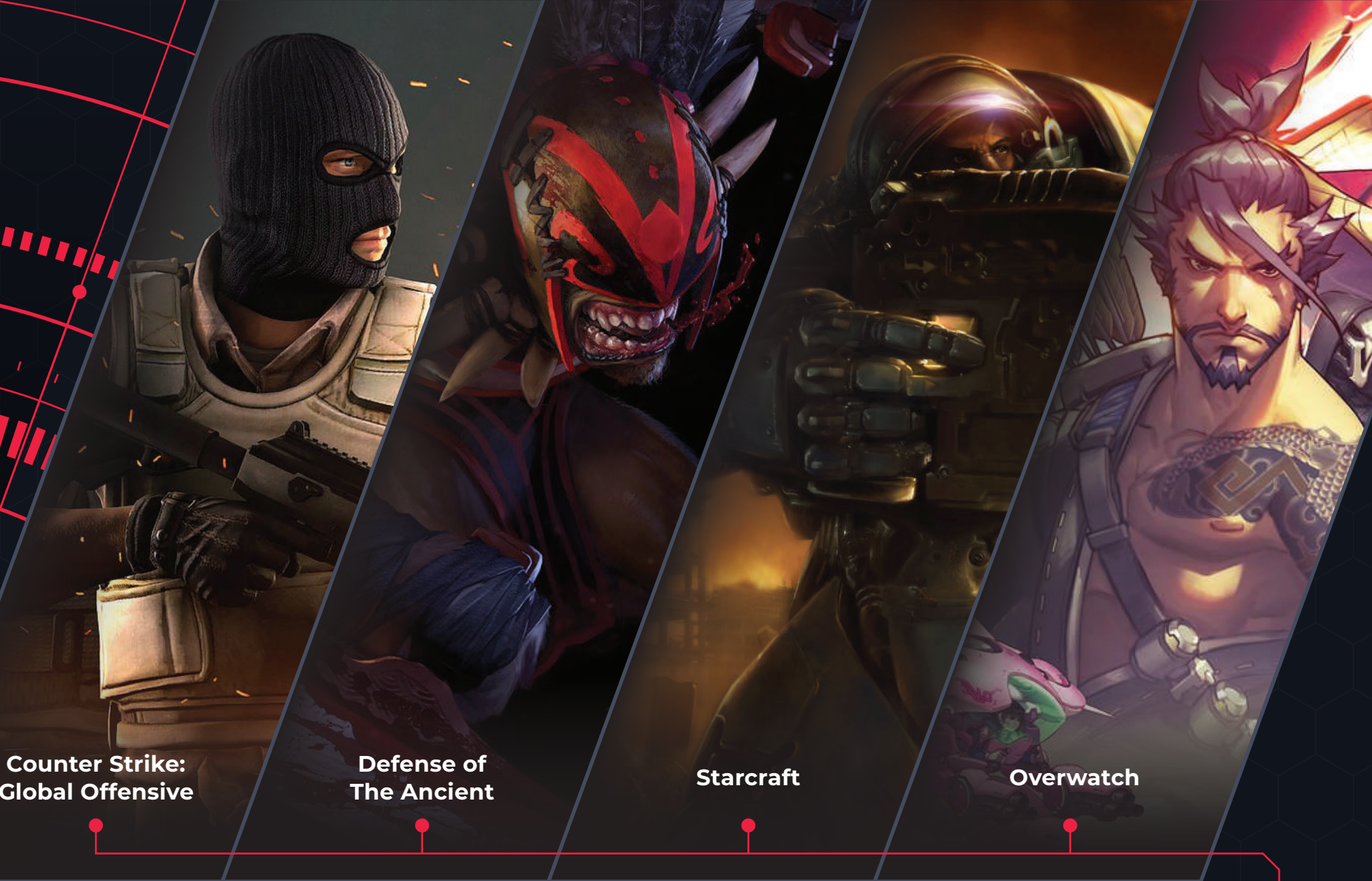
Around the globe, many governments have been monitoring the growth of esports as an important youth engagement platform, sports and recreation genre, as well as a major entertainment industry that can be incorporated into government policies.

However, there are many concerns shared about the esports industry, including gambling, parental disapproval, sustainability of an esports career, and the involvement of underaged players in the scene. All the issues raised must be tackled swiftly in order to ensure the steady growth of the esports industry.

The creation of the Strategic Plan for Esports Development by the Ministry of Youth and Sports aims to bring legitimacy to the esports industry. It is designed to ease the concerns of various stakeholders and encourage the public to invest in esports, physically and/or mentally.







Counter Strike:
Global Offensive

Defense of
The Ancient

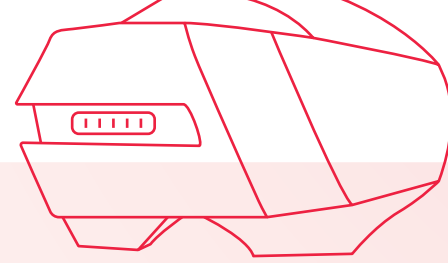
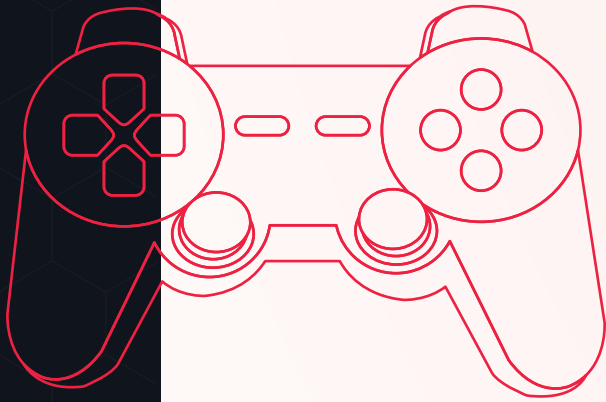
Starcraft

Overwatch

SECTION B: ESPORTS OVERVIEW



WHAT IS ESPORTS?

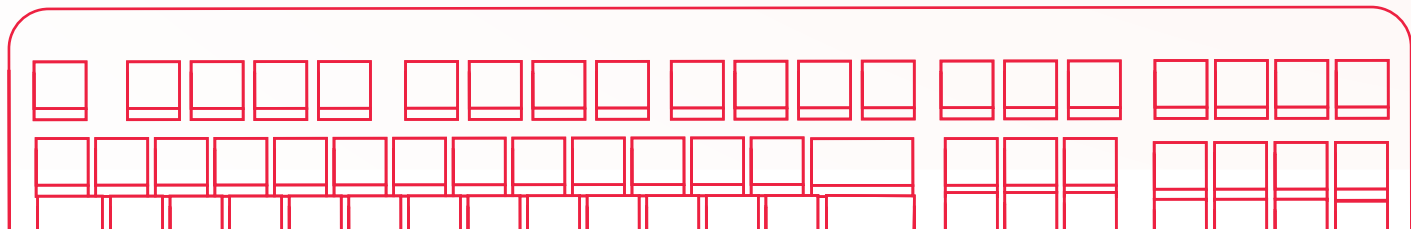


Electronic sports (also known as esports) is a form of competition using video games. Esports often takes the form of organised, multiplayer video game competitions, particularly between professional players, either individually or as teams. Unlike traditional sports like football and badminton, esports players are competing virtually via gaming platforms such as PC, Console, and Mobile instead.

A common misconception about esports is that esports as a collective is one discipline. However, similar to traditional sports, esports is actually made up of many different disciplines and every game title can be equated to a different type of sports. Gaming platforms such as PC offer games such as Counter-Strike: Global Offensive (CS:GO), Dota 2, League of Legends, Starcraft 2, PlayerUnknown's Battlegrounds (PUBG), and more. For each of the disciplines, there are different publishers, guidelines, rules, and much more. Every esports title has their own ecosystem.

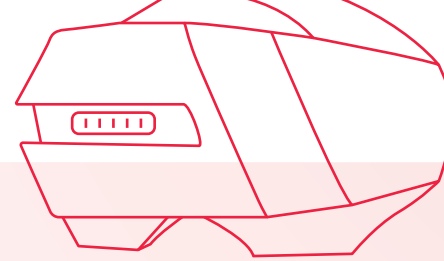
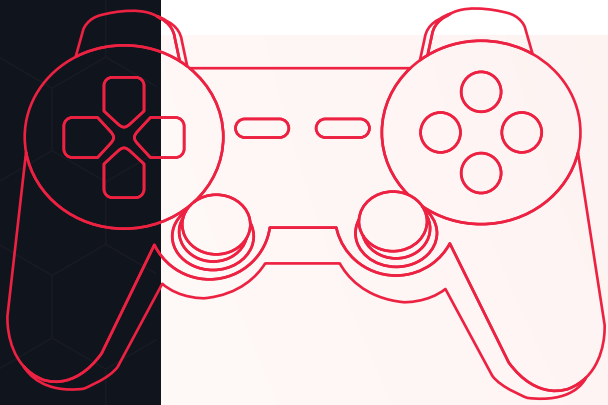
Firms like Newzoo offer continuous analyses on the esports industry. According to their reports, there is a fast and rapid growth of esports worldwide and the market is expected to surpass USD 1 Billion in 2019.

In esports, there are 3 main elements in the ecosystem: the players, the organisations, and the competitions. These 3 elements are the starting point for other aspects and features of esports.





**OVERVIEW OF
ESPORTS
DEVELOPMENT**



Esports has been part of video game culture for a very long time. Video games were mainly played as a hobby until the late 2000s, when it gained a significant surge in popularity as a competitive spectator sport. By the 2010s, game developers were actively designing video games to appeal to the professional esports subculture.

concurrent viewers during the MLBB SEA Cup . This opens up a huge pathway for investment opportunities and subsequent economic growth. Thus, we must take advantage of this growing trend in its early stages, so we will be able to reap the cultural and economic rewards of this global phenomena.

Now, esports is growing exponentially as a spectator sport, with 6.6 billion hours of esports videos watched worldwide in 2018 . This rings true in Malaysia as well, with wildly popular competitive mobile game Mobile Legends: Bang Bang (MLBB) achieved a whopping 276,579 peak

By carrying out the initiatives outlined in this development plan, we will nurture the growth of Malaysian esports industry and eventually establish Malaysia as Southeast Asia's leading esports hub and go-to destination for international esports events.

ESPORTS AUDIENCE GROWTH

GLOBAL | 2016, 2017, 2018, 2021

- OCCASIONAL VIEWERS
- ESPORTS ENTHUSIASTS

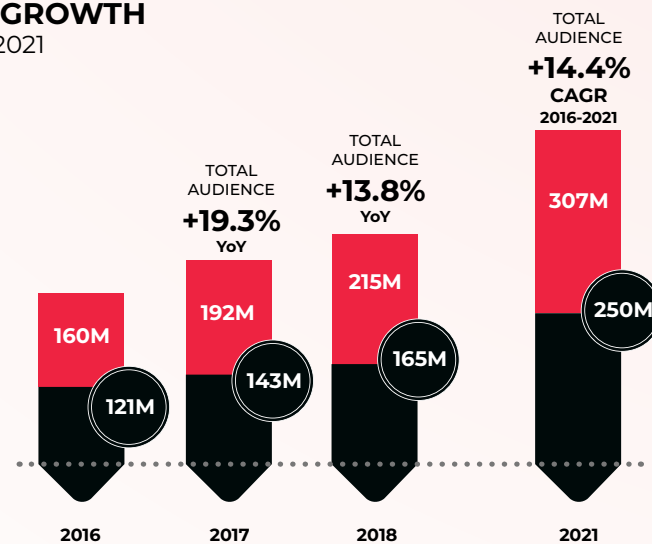
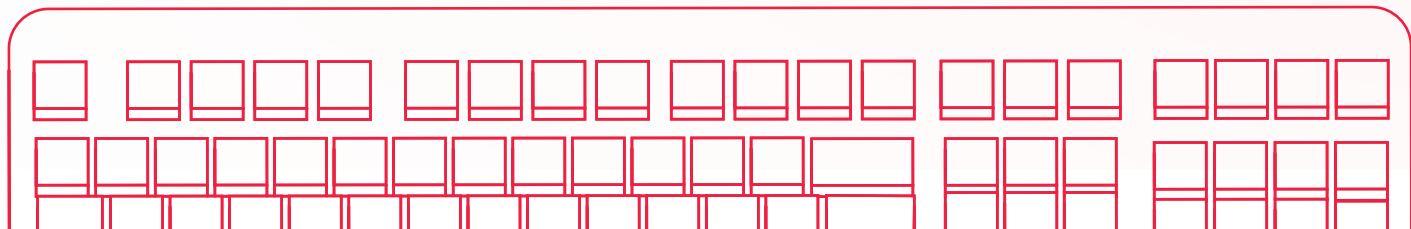


Image Source: Newzoo

¹Influencer Marketing Hub 2019, *The Incredible Growth of eSports in 2019 [+ 2019 eSports Stats]*, viewed 7 October 2019, <<https://influencermarketinghub.com/growth-of-esports-in-2019-stats/>>

²Esports Charts 2019, *MLBB SEA Cup 2019*, viewed 7 October 2019, <<https://escharts.com/tournaments/mobile-legends/mlbb-sea-cup-2019-msc>>





THE MALAYSIAN GAMER*

KEY CONSUMER INSIGHTS

NUMBER OF GAMERS

14.0M

TOTAL GAME REVENUES

\$586.7M

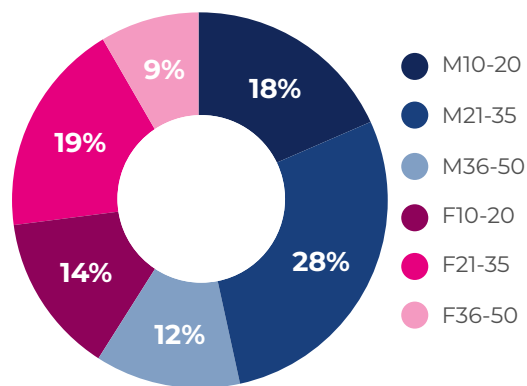
#21

MARKET IN THE
WORLD

*These consumer insights are representative for the online urban population

AGE/GENDER

ACTIVE PC/LAPTOP PLAYERS*



*PLAYS MORE THAN ONCE A MONTH



WATCHES VIDEO CONTENT

59%

OF PEOPLE WHO WATCH GAMING VIDEO CONTENT WATCH TIPS AND TRICKS FOR GAMES



CROSS-PLATFORM GAMERS

39%

OF GAMERS PLAY PC, MOBILE & CONSOLE GAMES



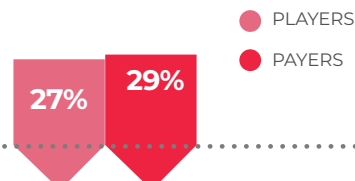
OWNS A GAMING CONTROLLER

45%

OF ALL GAMERS OWN A GAMING CONTROLLER

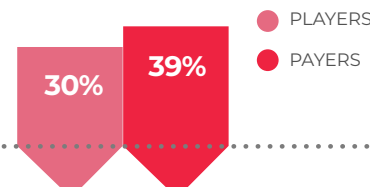
USES DIGI

MOBILE PLAYERS VS MOBILE PAYERS



BRAND ATTITUDE

POSITIVE BRAND ATTITUDE
MONSTER: PC GAMERS VS PAYERS



Sources:



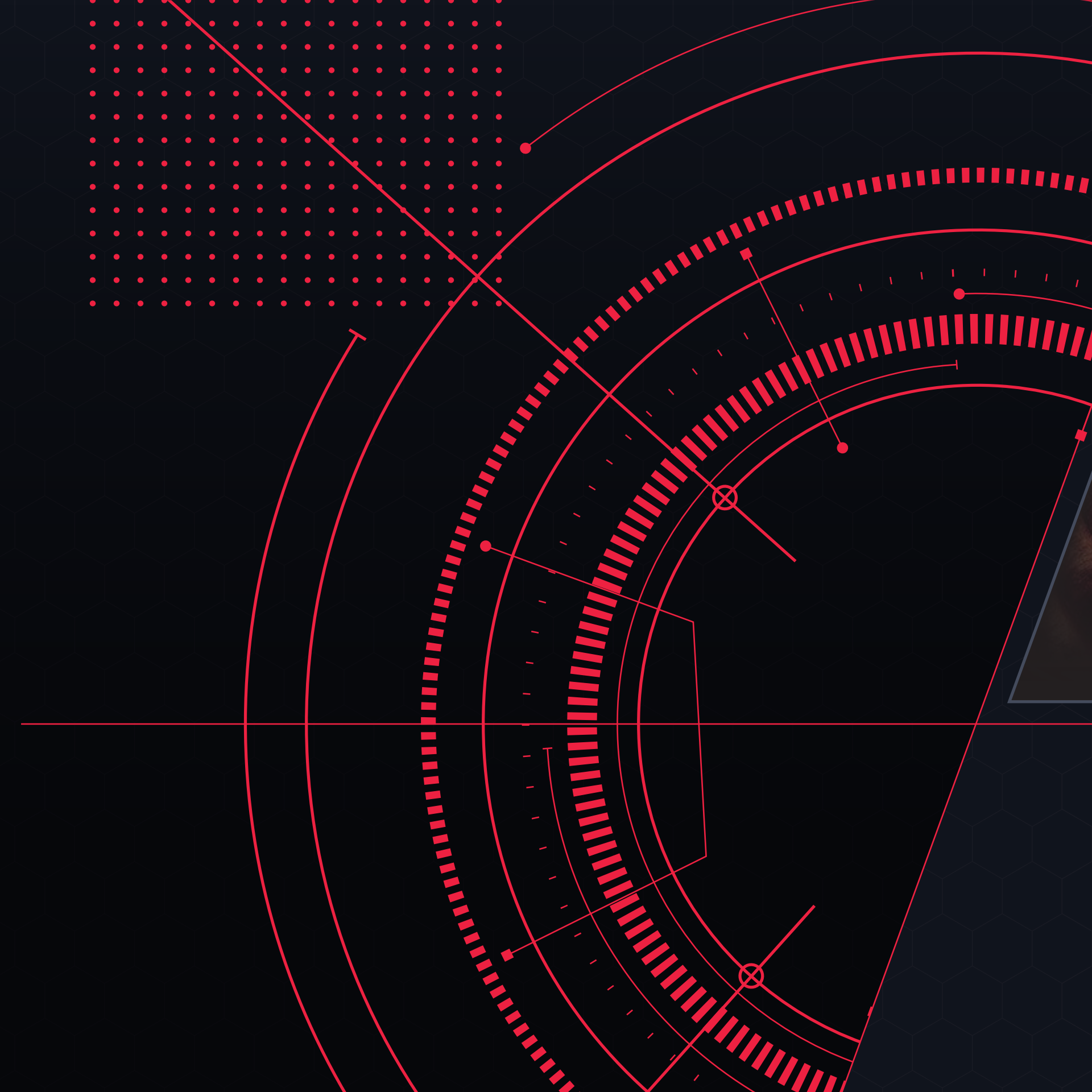
GLOBAL VIEW
GLOBAL GAMES MARKET
REPORT (QUARTERLY)
\$6,900/YR

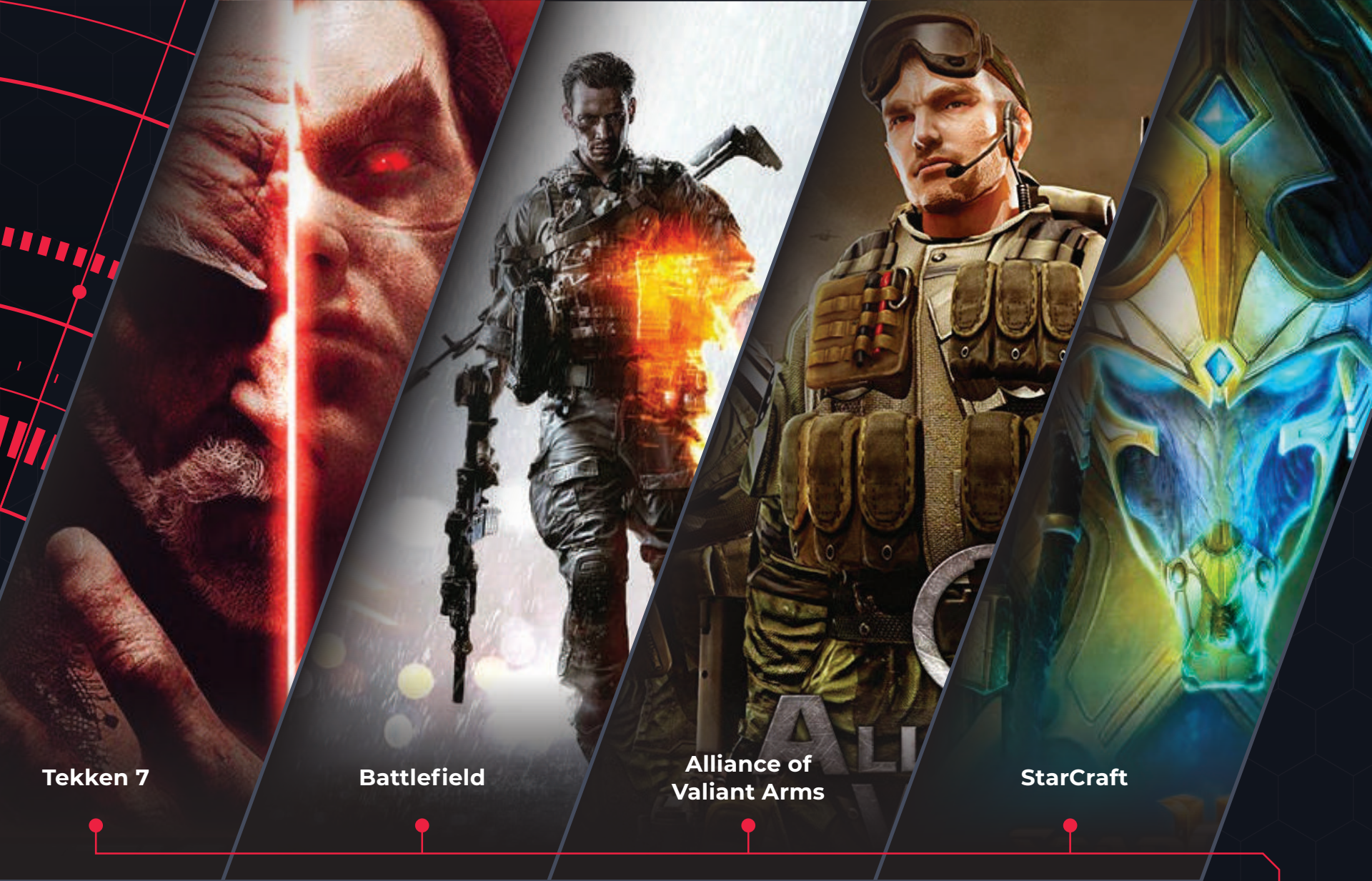


CONSUMER INSIGHTS
MALAYSIA CONSUMER GAMER
INSIGHTS (200 VARIABLES)
\$5,000/YR

newzoo.com/consumer-insights







Tekken 7

Battlefield

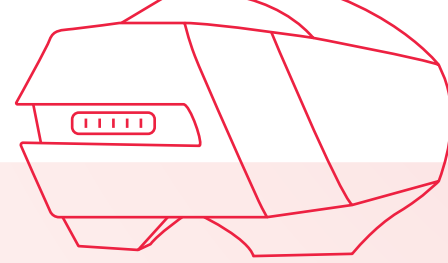
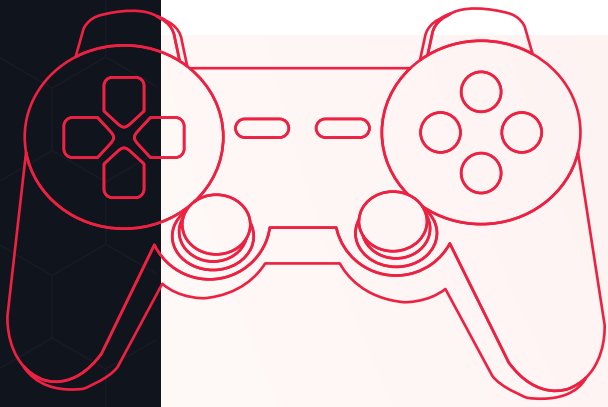
Alliance of
Valiant Arms

StarCraft

SECTION C: METHOD & OBJECTIVES



**STRATEGIC PLAN
FOR ESPORTS
DEVELOPMENT
APPROACH**



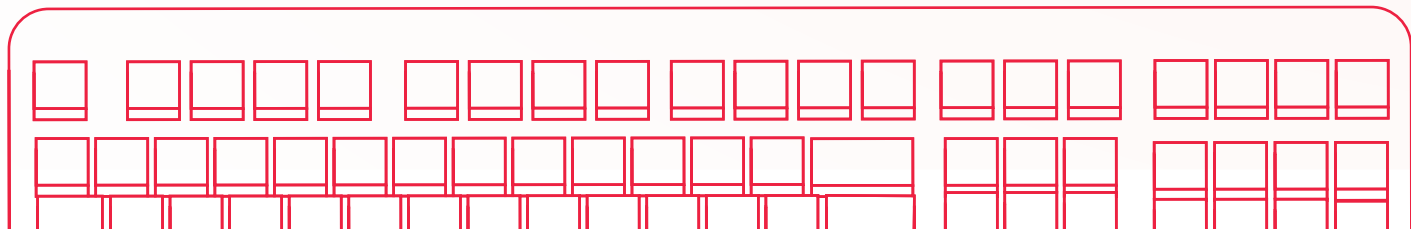
In creating the first ever Strategic Plan for Esports Development, a strategic approach was adopted by the Ministry of Youth and Sports. The plan aims to cater to all stakeholders across the esports scene. Hence, it is very important for the drafting process of the plan to include the voices and opinions of all stakeholders.

The Minister of Youth and Sports believes that creating a team that encompasses all parties is vital to the success of the plan. A taskforce was created, comprising of industry leader, esports senior marketing officer, professional esports athlete as well as the National Sports Council and the Ministry of Youth and Sports himself.

The taskforce gathered all the information, data, strategic plans as well as the concerns raised by all stakeholders. The taskforce worked very closely with the Esports Malaysia Association (ESM), Malaysia Digital Economic Cooperation (MDEC), and the gaming community to get all the necessary input during the drafting process.

Since the operation began, taskforce members have made over 170 direct engagements, consulted more than 27 local professional athletes, 3 international organisations, 32 tech industry representatives, 13 national esports bodies, the ASEAN Sports Committee, the Manila SEA Games Official Esports Partner, 9 ministries, and collected over 512 database entries. This process was conducted from January to August 2019.

Based on all findings, input, and feedback, the taskforce has come up with 5 strategic priorities with 24 initiatives that will be implemented over the course of 5 years from 2020 to 2025. Collaboration with the ESM will be crucial in ensuring that the goals set in this plan will be accomplished.





INTRODUCTION TO TASKFORCE COMMITTEE



Frank Ng Shun Ming

Frank is the founding Executive Chairman of Esports Business Networking Sdn Bhd which own the TGC Marketing, Prime Live, Orange Internet Cafe and Orange Esports brands who are among the leaders in their respective Esports segments.

TGC Marketing is the leading Esports marketing agency in Asia Pacific market; Prime Live is the leading talents management company which connect Esports casters and analyst in South East Asia; Orange Internet Café started in 2002 is the largest Esports Café chain in Malaysia; Orange Esports founded in 2011 put Malaysia in the international Esports with 3rd place finish in the 2013 The International Dota2 Championship.

Frank graduated from Monash University Australia in 1996 with Bachelor of Engineering. He worked 10 years as Consulting Engineer with Ranhill Bersekutu Sdn. Bhd and completed various industrial, hospital and commercial projects before earned his Professional Engineer qualification from Board of Engineers Malaysia. He completed his MBA from Chicago Booth Business School in 2008 and received Malaysia's 100 Most Influential Young Entrepreneur Award in 2017.

Frank is appointed as one of the Special Taskforce Committee on Strategic Plan for Esports Development and has shared his experience as an active esports industry player and this includes Sustainable Esports Ecosystem, Economic Impact on Esports Development and Growth on the Industry.



Ramona Azween Binti Zaharuddin

Ramona is an experienced professional Counter-Strike: Global Offensive athlete in the Malaysia esports scene. Her journey in the world of Esports began in 2003 at the age of 14. Introduced to the game by her late brother, she shared his passion and competing in a very male dominated environment and succeeding against the odds to be one of the best players in the region.

At the end of 2017, Ramona had the opportunity to captain an all-female CS:GO lineup for the World Electronic Sports Games. She has since then focused her efforts in competing in the female circuit of CS:GO, and has contributed immensely to the rise of Malaysia's female CS:GO scene. She led her team Orange.Sphynx to glory in Shanghai, China, where they qualified for their first ever major event held in Valencia, Spain. She is now the team captain for Tyloo.fe, the most prestigious CS:GO Esports organisation in Asia.

Ramona is also actively involved in promoting Esports brands and tournaments in Malaysia. She has been especially vocal about the standards of tournaments in Malaysia, advocating for player's rights and welfare. She has also run bootcamps specifically to guide young aspiring Esports athletes to develop the quality of their game.

Ramona is appointed as one of the members of the Special Committee, working on the Strategic Plan for Esports Development. She has shared her experience as an active professional Esports athlete and she has input regarding Athlete's Welfare, Career Development and Responsible Gaming.



Michelle Low

Michelle is a graduate from UCSI Malaysia Diploma in Commerce Studies. Following her passion in sports, she is an active member of Kuala Lumpur Table Tennis Association till to date. Her works includes Coaching Seminar for Disabled, Women's Table Tennis Course and ITTF-ATTU Tournament Director Course for the Asia Table Tennis Federation.

She has involved with the Ministry of Youth and Sports since 1998 for the Olympic Council Malaysia. Her interest in developing grassroots programs has helped the Ministry of Youth and Sports capturing many young athletes.

She is currently as a Head of Marketing with Agri Mind Sdn Bhd, a growing tech company that aims to continuously expand its global esports network through high value added service, such as information technology system, marketing strategies and event management. Agri Mind is strategic partner of World Electronic Sport Games in Southeast Asia, and also running AIL and IC3 Esports Tournament in Malaysia.

Michelle is appointed as one of the Special Taskforce Committee on Strategic Plan for Esports Development and has shared her experience as an active member of grassroots and athletes programs and this includes Raising Awareness and Profiles of Esports, Law and Good Governance on Esports and Esports Policy Committee.

- **Growing popularity worldwide**
Esports is booming worldwide as a competitive and spectator sport
- **Wider awareness in the public and private sectors**
More brands are beginning to realise the potential of investing in esports
- **Leading infrastructure in Southeast Asia**
Malaysia has high-speed broadband as well as advanced ground facilities

- **Lack of policy and official guidelines**
Esports in Malaysia is largely unregulated
- **Lack of funding**
Esports still lacks sufficient backing to grow at a competitive speed
- **Lack of leadership**
Esports in Malaysia is largely run by independent parties without proper guidance

STRENGTHS



WEAKNESSES



SWOT ANALYSIS

OPPORTUNITIES



THREATS



- **SEA Games and Asian Games**
For the first time ever, esports will be title sports at the aforementioned regional games
- **Malaysia the first to launch esports strategic plan**
By being the first country in SEA to undertake this initiative, we can be the one to spearhead esports growth in the region
- **Esports leadership in Southeast Asia**
Malaysia has a long history of involvement in gaming and esports

- **Negative perceptions**
The general public still regards esports as an unhealthy habit and a waste of time
- **Non-acceptance as a traditional esports**
Esports is still not considered a true 'sport' as it differs in terms of physicality
- **Regional competition**
Esports in other SEA countries such as Philippines and Thailand is also growing at a competitive rate



To develop and promote a sustainable esports ecosystem that benefits all parties in the industry.

We aim to propel Malaysian esports to greater heights, and put Malaysia on the map as Southeast Asia's most active and attractive centre for esports excellence.



At the community level:

For all Malaysians to better understand and participate in esports, forming a healthy and close-knit community that can fully enjoy the benefits of esports in harmony with their peers.

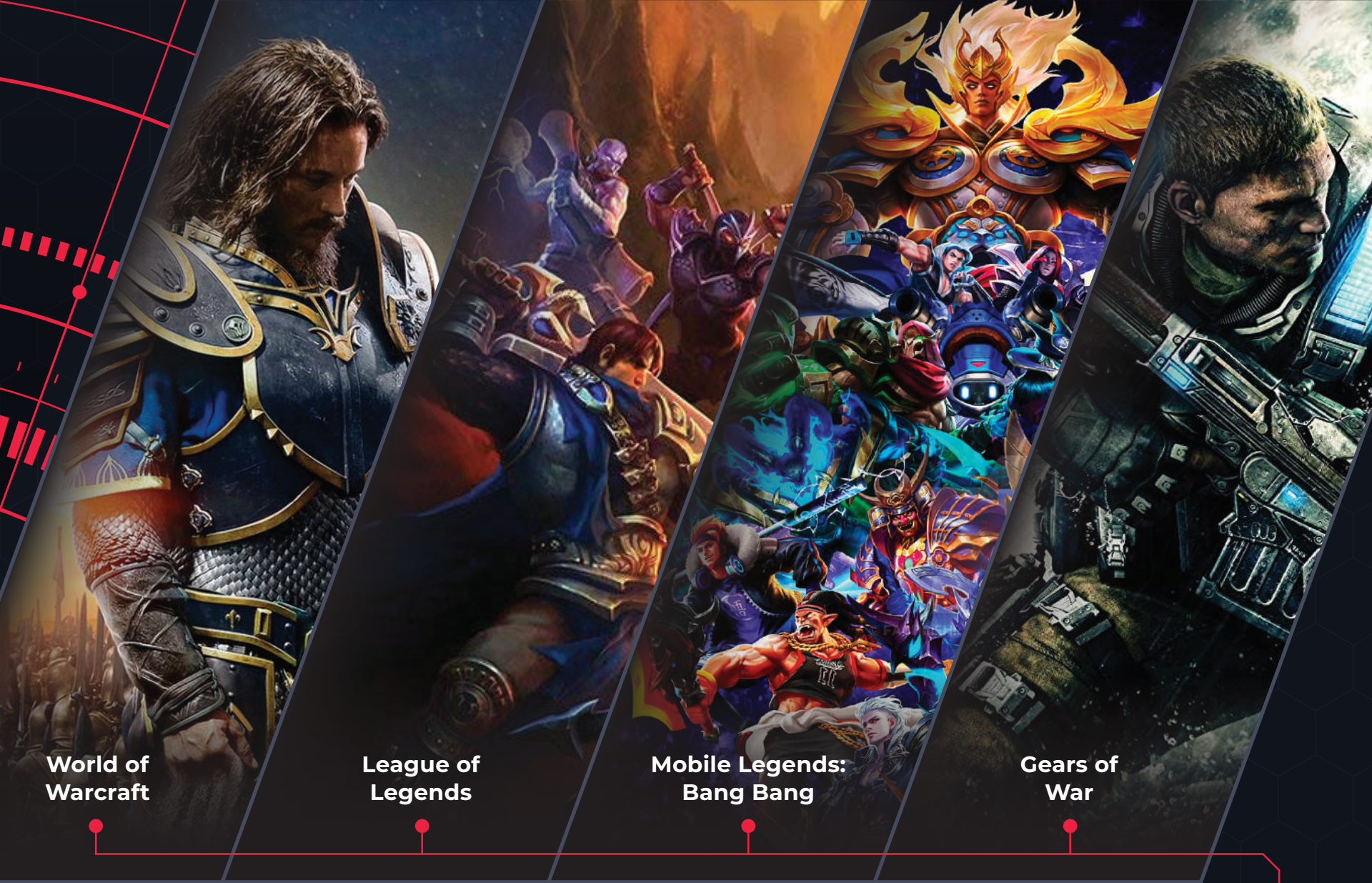
At the competitive level:

For Malaysian esports athletes to achieve success at international level esports tournaments and demonstrate that Malaysia is indeed a formidable contender in the esports scene.

At the industry level:

For the esports industry as a whole to bring positive economic impacts to Malaysia and stimulate job employment at multiple levels.





World of
Warcraft

League of
Legends

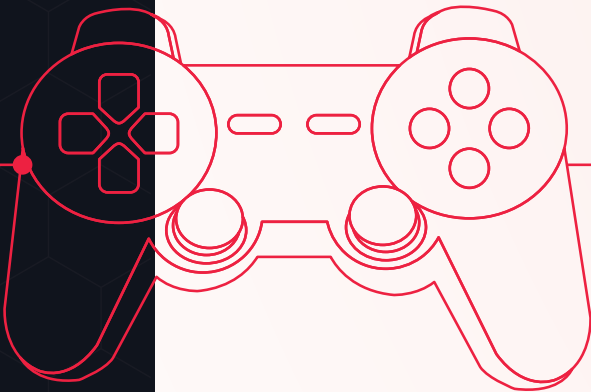
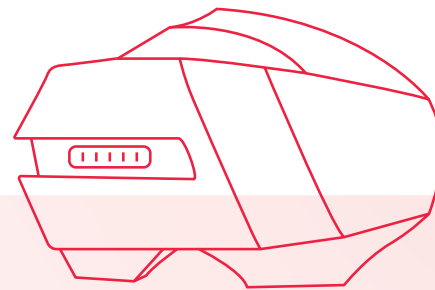
Mobile Legends:
Bang Bang

Gears of
War

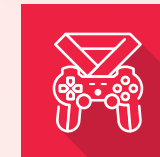
SECTION D: STRATEGIC PRIORITIES



STRATEGIC PRIORITIES



**DEVELOP ATHLETES FOR
ESPORTS EXCELLENCE**



**TOWARDS RESPONSIBLE GAMING
AND ESPORTS ETHICS**



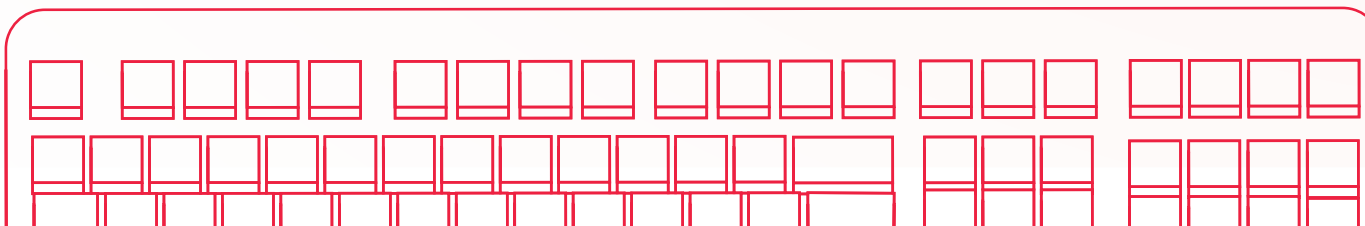
**BETTER ACCESS TO ESPORTS
INFRASTRUCTURE**

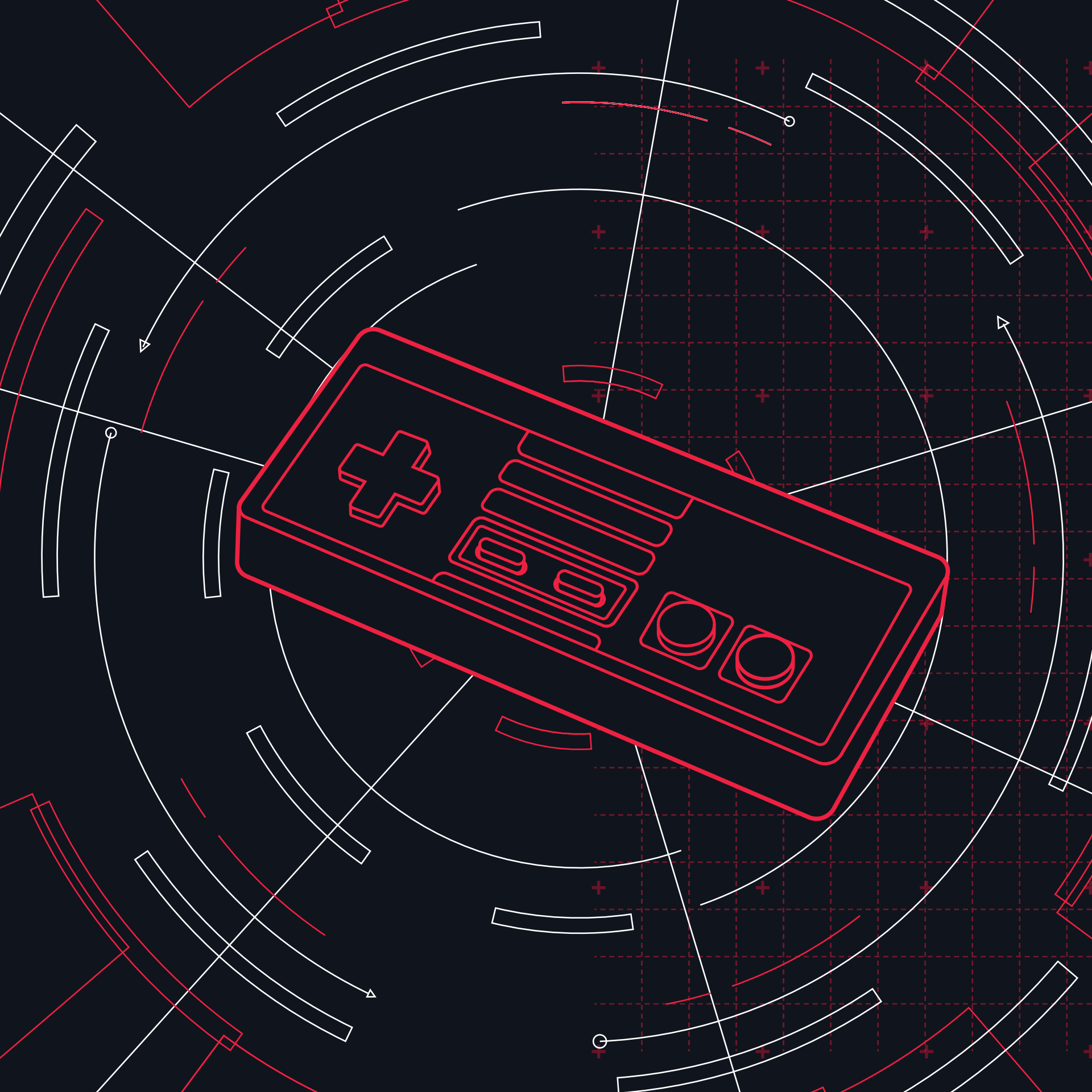


**BUILD A SUSTAINABLE ESPORTS
ECOSYSTEM**



**INSTITUTE GOOD LAW &
GOOD GOVERNANCE**







1.0

**STRATEGIC PRIORITY 1:
DEVELOP ATHLETES FOR
ESPORTS EXCELLENCE**



DEVELOP ATHLETES FOR ESPORTS EXCELLENCE



STRATEGIC OBJECTIVE

1.1 ATHLETES' DUTIES, RIGHTS, AND CONTRACT GUIDELINES

INITIATIVE

- STANDARDISE GUIDELINES FOR ESPORTS ATHLETE CONTRACTS

1.2 ATHLETES' WELFARE AND CAREER PLANNING GUIDELINES

INITIATIVE

- STANDARDISE NATIONAL GUIDELINES
- ESTABLISH CAREER PATH OPTIONS FOR ATHLETES
- SUPPORT PARTICIPATION IN INTERNATIONAL TOURNAMENTS

1.3 STATE AND NATIONAL ESPORTS LEAGUES

INITIATIVE

- RANKING SYSTEM AND CENTRAL ESPORTS REGISTRY
- NATIONAL LEVEL ESPORTS LEAGUE
- PROVIDE STRUCTURES AND OPPORTUNITIES FOR INVESTOR SUPPORT

1.4 PROGRAM AND FACILITIES PARTNERSHIP

INITIATIVE

- PARTNERSHIPS WITH ESPORTS-RELATED BRANDS FOR SPONSORSHIPS/SUBSIDIES
- PUSAT HECEMERLANGAN

1.5 NATIONAL YOUNG ATHLETES DEVELOPMENT PROGRAM

INITIATIVE

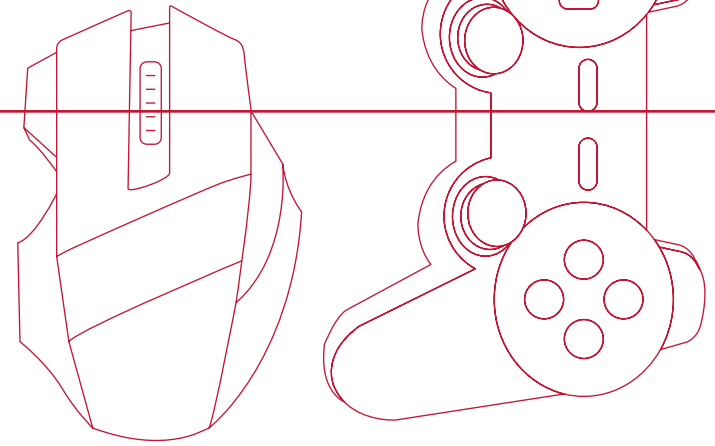
- ESPORTS EXCELLENCE CENTRE

1.6

ESPORTS PHYSIOLOGY, PSYCHOLOGY AND DIET

INITIATIVE

- EXTENSIVE RESEARCH AND DEVELOPMENT BY EXPERTS
- EXPAND THE ROLE OF THE NATIONAL SPORTS INSTITUTE INTO ESPORTS



1.1

ATHLETES' DUTIES, RIGHTS, AND CONTRACT GUIDELINES

Esports athletes are the main component of esports, therefore it is imperative to have a layer of protection for the athletes. As the esports industry is relatively young and unregulated, athletes are often not aware of their own rights, leaving them susceptible to abuse e.g. used for free marketing or receiving one-sided contracts. Esports athletes do not have the proper guidance to make the right choices, do not receive the same rights as other sporting athletes, and do not have an outlet to voice their complaints or grievances.

Standardise Guidelines for Esports Athlete Contracts

In this case, the Esports Malaysia Association (ESM) can provide aid in relevant matters, from drafting player contracts between their team/organisation, to providing aid wherever necessary. This should include providing samples of player

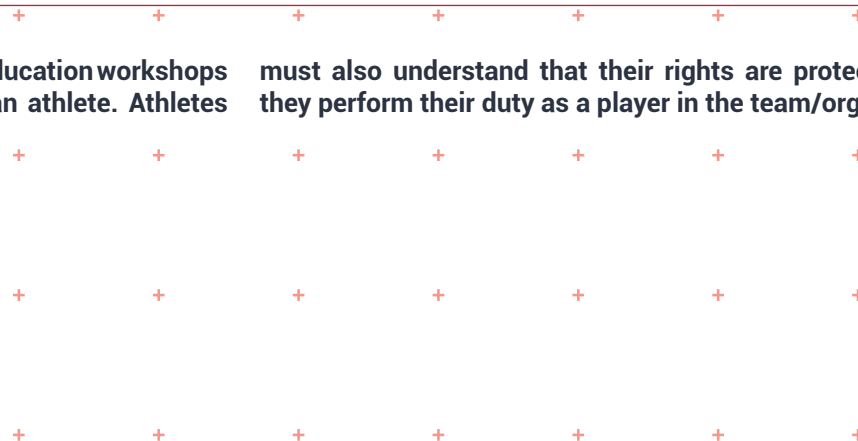
contracts as reference, proffering legal advice, and linking the athlete to a selection of pro bono lawyers to scrutinise the details of the contract on behalf of the player.

Standard Player Contract Guidelines

- Period of the contract (e.g. 12 months/24 months)
- Right to receive a monthly stipend, as part of the active roster or should the athlete be benched
- Right to renegotiate the agreement every 4-6 months for a potential salary increment, subject to a performance review
- Right to the Employee Provident Fund (EPF)
- Profit sharing agreement for the athlete's image rights
- Domestic and international travel insurance
- Medical insurance
- Buyout and transfer agreement agreed upon by both parties
- Exit clause agreed upon by both parties

ESM must run a yearly program of esports education workshops for athletes to understand their duty as an athlete. Athletes

must also understand that their rights are protected only if they perform their duty as a player in the team/organisation.



Duties of An Esport Athlete

- Agree to perform all duties stipulated in the binding agreement
- Uphold the good name of the organisation by behaving in a professional manner on and off the esports field
- Display good sportsmanship to the audience
- Adhere to all scheduled programs given by the organisation (e.g. training, bootcamps, tournaments, and events)
- Assess performance following competitions to identify strengths and weaknesses, and subsequently make adjustments to improve future performance
- Practice a healthy gaming lifestyle and take care of personal health

In order to further protect the athlete, ESM shall set guidelines and expectations on sponsorship contracts between the athlete and the team/organisation for better understanding, e.g.:

- Required gaming peripherals for the athlete and commitment to product feedback, reviews, and exposure on social media
- Management of athlete image rights, which are usually owned by the organisations; sponsorship money does not go directly to the athlete but to organisations, according to contract
- Usage of sponsored peripherals/gear/jerseys are compulsory, as sponsors pay money to the organisation for market exposure and brand awareness; athletes may not use the equipment of other brands in public

ESM, as the national association, must also continually conduct workshop programs on athletes' rights and duties for all professional athletes and grassroots players who choose esports as their career. The public outreach will increase the level of awareness and understanding of athletes' rights and duties, thereby reduce frauds, scams, and exploitations irresponsible parties.

ESM should also provide players contract consultations to negotiate the best deal for the athletes and their team/organisation to secure the best deal that mutually benefits both parties according to unique needs for mutual parties benefits.

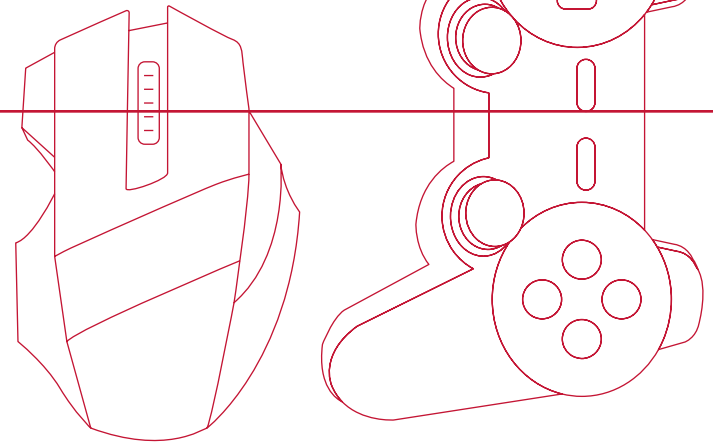
Segment Summary

Problem	Solution	Outcome
Esports athletes rights abused by irresponsible parties. Lack of understanding of athletes' duties.	Short-term (2020-2021): Engage athletes and organisations to draft standard esports athlete contract guidelines.	Standard esports athlete contract guidelines are in place to protect esports athletes' rights.



1.2

ATHLETES' WELFARE AND CAREER PLANNING GUIDELINES



To establish esports as a viable career, steps must be taken to streamline procedures, eliminate hurdles, and pave ways for continuous learning and growth. Right planning will mould esports athletes - both young and older - to develop a versatile skill set that enables smoother transition to other roles and alternative career options.

Standardise National Guidelines

Every esports tournament in Malaysia has to register with the Esports Malaysia Association (ESM) for recording of points. This way we can create a ranking system for the players and assign them their relevant tiers. ESM needs to ensure that athletes are registered under the association, so that their player data and relevant sports team/organisation can be recorded.

By having this data, we can keep track of athlete performance and rankings to determine athlete tiers and salaries within the Malaysian esports industry.

ESM must also work towards creating the best environment and program for under-18 athletes who are still studying, by providing a calendar of educational workshops about esports. By doing this, the public would be more receptive towards esports and it will also legitimise esports as a viable after-school activity.

It is also important to enforce a passing grade amongst all subjects before allowing these athletes to represent their school. ESM is responsible for enacting guidelines that ensure all athletes below 18 years old receive proper protection for their rights as well as ensuring that they receive proper academic education while training to become a professional esports athlete.

Guidelines to Protect Under-18 Esports Athletes

- Create a legal obligation for teams/organisations to compel the athletes to complete their secondary school education
- Enforcing a minimum passing grade in school subjects
- Preparing a full database to keep track of underaged athletes
- Run esports education workshop

+ + + + + + +

+ + + + + + +

+ + + + + + +

Establish Career Path Options for Athletes

The focus should not only be on young athletes - ESM should also roll out a clear plan for veteran athletes via transition programs to ensure that esports is not a dead-end career

path once athletes choose to step down from the competitive scene.

Transition Program for Veteran Athletes

- Establish a database of veteran athletes
- Conduct workshops for veteran athletes regarding their career path and options
- Collaborate with esports academies to enable veteran athletes to nurture young talents
- Endorse and support veteran athletes to venture into other esports-related jobs, such as game marshalling, event management, team management, journalism, and streaming

Support Participation in International Tournaments

As the only recognised national esports association of Malaysia, ESM's role is to provide assistance for organisations, teams, and athletes who seek help to participate in international

tournaments. Their duties include liaising and communicating with all relevant parties to obtain approvals and paperwork.

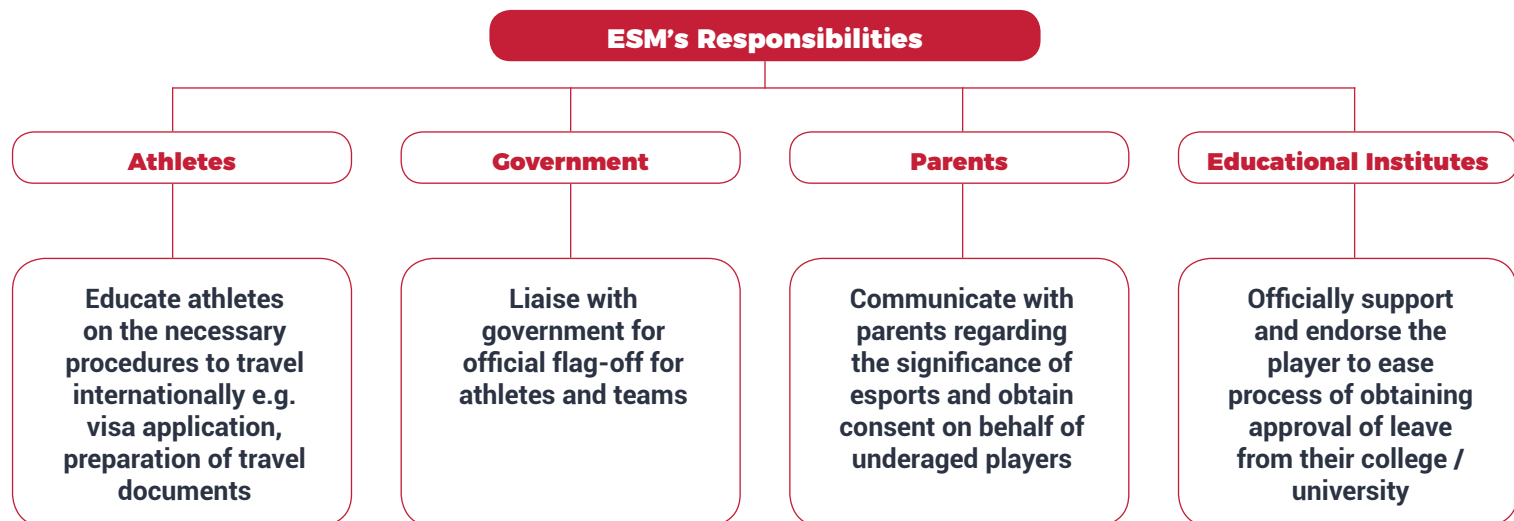


Diagram 1: ESM's Responsibilities



Athletes

A crucial part in joining the international tournaments is the visa application process. Most teams/organisations are not familiar with the visa application process and its requirements. ESM shall assist in athlete's visa application process to the best of their ability and preparation of working documents to ensure a smooth travel.



Government

ESM must also monitor the application of endorsement from the government. It includes liaising with the government to obtain the flag-off for athletes and teams.



Parents

As esports is very popular with younger audiences, it is very common for underaged players to participate in international esports tournaments. Thus, it is very important for ESM to engage with parents to get their consent, as it would be unfortunate to have young players prevented from joining international tournaments due to parental concerns. This can be solved by having better engagement and communication between ESM and the parents involved.



Educational Institutes

ESM must also be responsible for the players' welfare. This includes taking care of any issues with the player's educational institute when the player joins international tournaments. When it comes to joining international tournaments, one of the biggest hurdles would be to get the university or college's approval. This is when endorsement in the form of an official letter from ESM can help the player get approval.

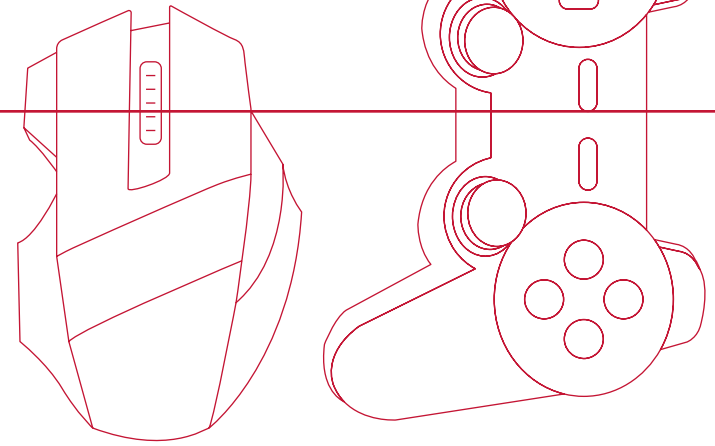
This list is not exhaustive. Its purpose is to indicate the general direction of our approach. ESM needs to continually provide workshops to all athletes and teams on the proper

procedures to take when there is a need to travel to international tournaments.



Segment Summary

Problem	Solution	Outcome
<p>Esports athletes currently suffer from a lack of support to diversify career paths, and do not have a retirement plan in place. Esports athletes also suffer from a lack of support on the travelling aspect of international tournament participation.</p>	<p>Short-term (2020-2021): Establish standardised guidelines for esports associations to protect athlete welfare. ESM to get involved in athletes' participation in international tournaments and assist them in anyway possible.</p> <p>Mid-term (2020-2023): Roll out career planning options and create retirement pathways for athletes to transition out of competitive roles.</p>	<p>Esports athletes' welfare is protected and a clear career path is established for them before they commit to the esports industry. This way, more athletes can participate in international tournaments and deliver better results.</p>



1.3

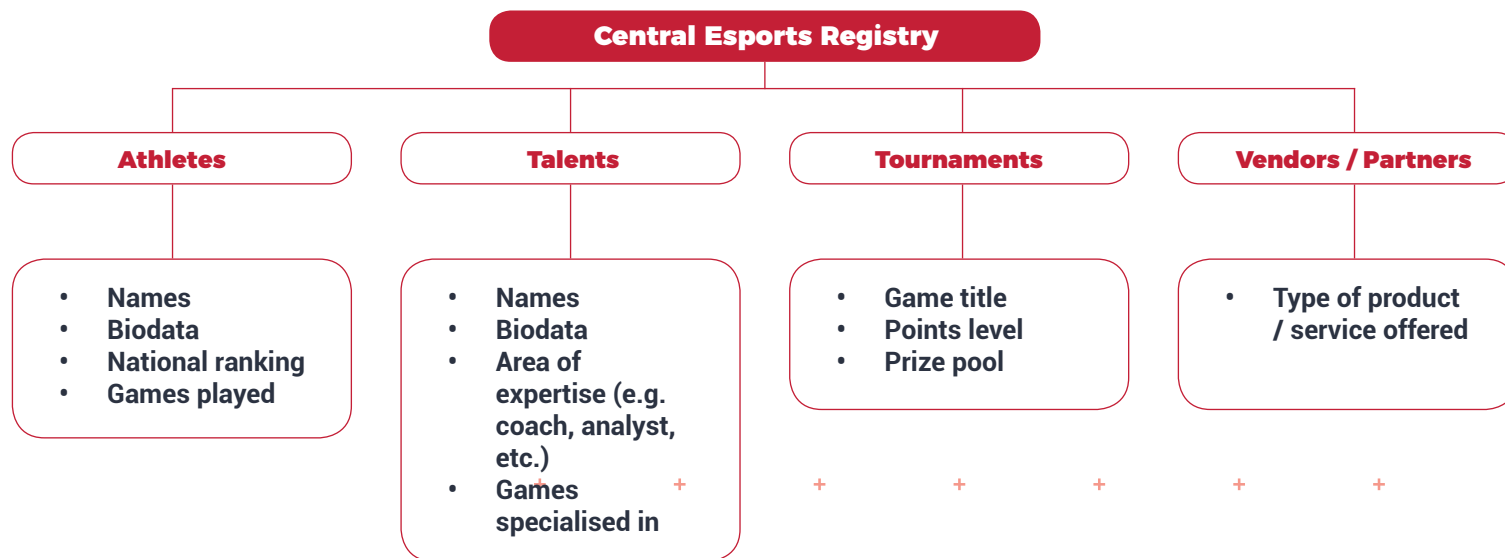
STATE AND NATIONAL ESPORTS LEAGUES

The competitive esports scene in Malaysia is disorganised. There is a lack of structured semi-pro and professional leagues, as well as a distinct lack of guidelines to sort players into their respective categories and tiers. This results in athletes and teams of vastly different skills playing under the same league, often leading to disputes in terms of fairness.

Ranking System and Central Esports Registry

A ranking system is to be built to track tournament activities and the performance of esports athletes in Malaysia. The data can help to determine athlete tiers and their corresponding salary. National and State level esports tournaments in

Malaysia have to register ESM for recording of points. The ranking system will tie into a central esports registry, which will include players, tournaments, coaches, analysts as well as clubs and associations.



+ Diagram 2: Central Esports Registry





Athletes

The central registry, collated by ESM at a national level and shared with each state, comprises athletes' data, including the following:

- Athletes' names and biodata;
- Games played;
- National ranking in game based on different data points (e.g. online/LAN local/international tournament wins) aggregated to provide the most accurate picture.

National players will be placed on this central registry as well, and continue to earn points with each presentation on state and national level. To regulate players, athlete licenses will also be granted to those who meet the following criteria:

- Record of player in registered game with no bans and or controversial elements;
- Regular drug screening of player;
- Good behavior and attitude of player in representing the country.

These licenses can be revoked if the player fails to adhere to the above guidelines. Any revocation can be appealed by the player through the state or national body to be reviewed by the disciplinary committee.



Talents

Apart from athletes, esports talents are also a crucial part of the industry. The registry will track talents from various fields of expertise, including coaches, analysts, shoutcasters and more, making it easier to source talents for specific events.



Tournaments

The central registry will also track tournaments that are registered through ESM, who will ensure that each tournament falls in line with state and ESM input, and also determine the points level designated for the tournament. This will continue to drive organisers to deliver tournaments of higher quality and ensure there are regular tournaments for individuals to attend.

Additionally, this will help gamers to choose which tournament to attend amongst the increasing number of tournaments across the country.



Vendors/Partners

Vendors and partners also play a key role in the esports ecosystem by providing products and services that contribute to the success of a team or event, e.g. gaming peripherals, event organising etc. By having them all listed in one place, it will make it easier to keep an eye on their track record and potential future contributions.

National Level Esports League

The ultimate vision is to have a well-regulated State League that will feed into the National Esports League, comprised of players from the most popular esports games titles.

The National Esports League will comprise of a representative team from each of the states that have been recognised by Sports Commissioner (PJS) under the Esports Malaysia Association. The participating games will be chosen each year by the Esports Malaysia Association with input from each state via a voting system.

The National Esports League will kick off with a series of playoffs for each game title, whereby each state plays 2 matches against each other, leading to a W-D-L ratio

throughout the season. The top 2 teams with highest W-D-L ratio are to play against each other, culminating in a national final of each game. In the event of having more than 2 teams with a tied W-D-L ratio, 'away' wins and losses will be counted as 2 points. If the tie remains, all tied teams will be invited to an appropriately drawn best-of-3 elimination bracket.

Further rules and regulations are to be set by the Esports Malaysia Association. Team representatives are to be selected at state level by each state.

State Semi-Pro League

Building a healthy competitive environment and involving the individual states can create a friendly rivalry and prestige that carries on at the level that we see in other sports. Each state

can also use the opportunity to boost tourism and enable continual growth.

Provide Structures and Opportunities for Investor Support

A sustainable esports eco-system requires private investment to ensure continuous growth. State and National Esports League will create the opportunities to attract investors and advertisers to put money into building the local esports ecosystem including venues and facilities to run regular leagues and tournament on a sustainable basis. The National

Esports League is the most important initiative in the Strategic Plan for Esports Development that will bring the biggest impacts to Malaysia esports industry. It also spearheads other initiatives proposed in this plan. As such, its implementation and funding shall be prioritise over other initiatives.



Diagram 3: Potential Investment Opportunities



Segment Summary

Problem	Solution	Outcome
There is a lack of structured semi-pro and professional leagues, as well as guidelines to sort players of vastly different skills into categories.	Short-term (2020-2021): Establish a state level esports league. Mid-term (2020-2023): Establish a national level esports league that is fed into by the state league; provide opportunities for investor support to build facilities for these leagues.	A national registry and ranking system is implemented, with players sorted appropriately into their respective categories according to their skills. We have an official venue to hold these leagues, supported by a sustainable investment ecosystem.

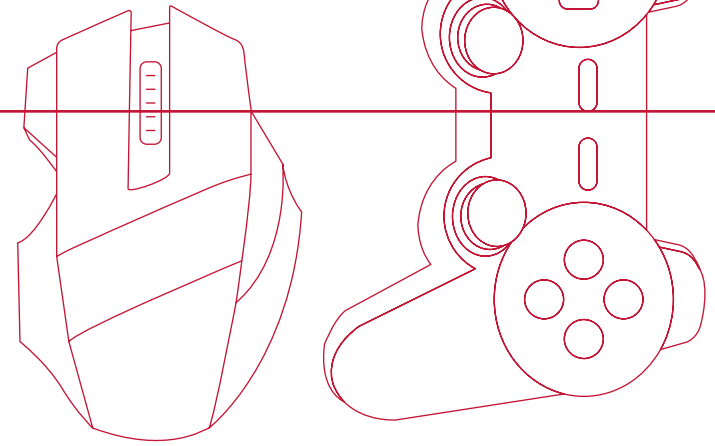
+ + + + + + + +

+ + + + + + + +

+ + + + + + + +

+ + + + + + + +





1.4

PROGRAM AND FACILITIES PARTNERSHIP

There has been a mushrooming of esports clubs in universities and colleges past few years due to growing interests and increasing collegiate esports tournaments. Besides an attractive prize pool, some collegiate tournaments also offer scholarship to the winners. However, universities recognition and supports towards esports as a legitimate sporting activity are not in full forces some of the vital esports gaming platforms like Steam are blocked in varsity computer networks. Most esports athletes peak in terms of performance at the age range of 17-25, therefore, tertiary education institutions are playing an important role in moulding future professional esports athletes before they decided to pursue esports as fulltime career after graduate.

Esports events and tournament in universities will also create opportunities to train more students in tournament event planning, marshalling, production and broadcasting, and groom more talents in matches commentating. These experience will enhance the students standing of securing employment after graduate.

Partnerships with Esports-Related Brands for Sponsorships/Subsidies

Educational institutes generally have dedicated ICTcentre, but these facilities maynot be suited for esports, as esports requires high-end PCs, high-speed broadband internet, and suitable peripherals. To meet the increasing demands and interest for esports facilities with gaming PC in universities and colleges, esports and PC hardware brands should be encouraged to set up and sponsor esports centre in campus.

One such example is Future Games Esports Centre at Taylor's University, Malaysia's first esports centre located within a university campus. Brands like Galax, AOC, and Logitech have furnished the centre with gaming peripherals and PC hardware, in exchange for brand exposure via student traffic and large, neon branding signs on the walls.

To encourage schools to set up a space dedicated to esports development, ESM should work hand in hand with key esports partners like peripheral and PC hardware brands to create a mutually beneficial arrangement between the brand and the consumer.

In doing so, we can allow students to delve into esports in a safe and controlled environment with all the necessary equipment for honing their skills.

+ + + + + + + +

+ + + + + + + +

+ + + + + + + +

+ + + + + + + +

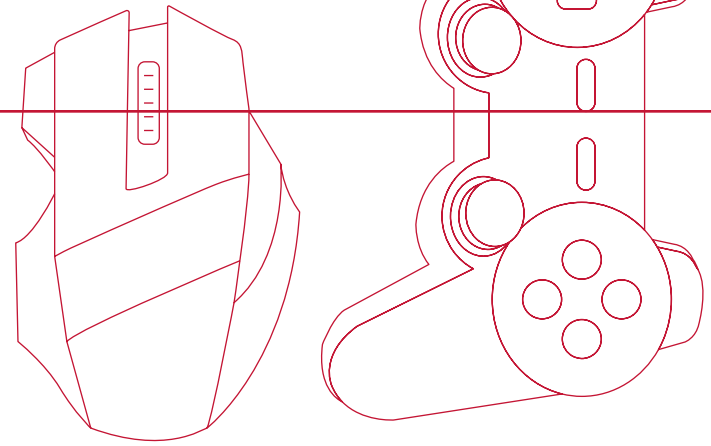
Pusat Kecemerlangan

To nurture the growth of young talents, the Pusat Kecemerlangan program will be introduced. This program enables teachers to identify and select students which display outstanding talent in various areas, and guide them to further their career prospects with the support of the school. This program will cover talents from various aspects, including but not limited to sports, academics, art, as well as esports. Apart from honing their area of expertise, these students will also receive education on other complementary life skills needed to succeed in the industry.

The Pusat Kecemerlangan will be a physical centre that provides the necessary equipment and facilities for selected students to sharpen their skills and receive advice from teachers. These centres will be equipped with relevant tools for the students; high-end PCs and peripherals for esports for example. With this program, young talents can be identified and groomed for success at an early stage, furthering their chances of success later in life.

Segment Summary

Problem	Solution	Outcome
Most universities do not recognise esports as a legitimate sporting activity, and thus do not provide adequate facilities for esports athletes' growth.	Short-term (2020-2021): Cooperate with universities to create a proper platform for aspiring esports athletes and industry talents to thrive.	Universities to provide students access to esports activities through proper facilities, so that students are encouraged to continue pursuing their studies while gaming.



1.5

NATIONAL YOUNG ATHLETES DEVELOPMENT PROGRAM

The Ministry of Youth and Sports is aiming to create more young esports athletes to represent our country in the future. To increase their chances of success in the esports industry, they should start young and train in a conducive environment in a conducive environment. The creation of the National Young Athletes Development Program aims to get more talented youths to enrol into the esports programs, creating a supportive environment for them to learn and thrive.

The ministry encourages all stakeholders to promote more healthy engagements with young athletes across all platforms. Traditional sports have always fostered interactions with young players via programs under the ministry, such as the National Football Development Program and the National Rugby Development Program. The private sector can do the same.

Such initiatives have also been met with success overseas:

Case Study 1

In New Zealand, the High School Esports League is run under the New Zealand Esports Federation, in partnership with Letsplay.live. It is now the largest high school esports league in the region.

Case Study 2

The British Esports Championship tournament was launched by the British Esports Association in 2018. The tournament involves players between 12 and 19 years old. The aim of the program is to provide an opportunity for those who display talent in their early years of educational development to be selected and trained as professional gamers.

+ + + + + + +

+ + + + + + +

+ + + + + + +

+ + + + + + +

In order to become a sporting nation for esports, young talents must be developed from the early stages of their career. Having more young athlete development programs hosted by industry players can help build a bigger community for children and teenagers. They can develop communication skills, foster the discipline it takes to be a proper athlete, and learn how to multitask, thus balancing athlete life and their education.

Esports can also be added to the curriculum of existing sports schools (Sekolah Sukan Malaysia), where students will be led by industry professionals and qualified teachers to hone their esports skills without neglecting their academic studies.

Esports Excellence Centre

To nurture the growth of young talents, the esports excellence centre program will be introduced. This program enables teachers to identify and select students which display outstanding talent in various areas, and guide them to further their career prospects with the support of the school. This program will cover talents from various aspects, including but not limited to sports, academics, art, as well as esports. Apart from honing their area of expertise, these students will also receive education on other complementary life skills needed to succeed in the industry.

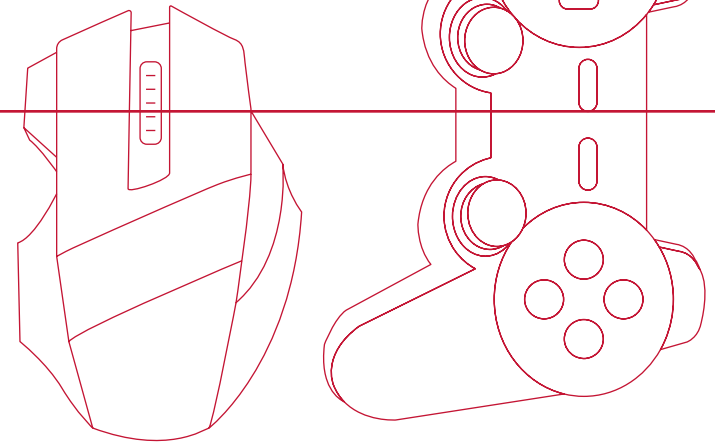
The esports excellence centre will be a physical centre that provides the necessary equipment and facilities for selected students to sharpen their skills and receive advice from teachers. These centres will be equipped with relevant tools for the students; high-end PCs and peripherals for esports. With this program, young talents can be identified and groomed for success at an early stage, furthering their chances of success later in life.

Segment Summary

Problem	Solution	Outcome
Young athletes do not have the proper guidance at the school level to lead them into the esports industry.	<p>Short-term (2020-2021): Encourage healthy engagement with young athletes across all platforms.</p> <p>Long-term (2020-2025): Implement a dedicated esports course in sports schools (SSM).</p>	Young talented esports athletes can hone their skills while still going through the school system and receiving positive guidance.

1.6

ESPORTS PHYSIOLOGY, PSYCHOLOGY AND DIET



In general, esports athletes tend to place their focus on honing their skills while neglecting other aspects that contribute to their wellbeing and development. This is especially so for physical health, as most esports athletes do not understand the importance of physiology, psychology and nutrition in esports. In general, esports athletes tend to focus on improving their skills but prone to neglecting their own wellbeing and development. This will, in the long run, affected their mental and physical health, as most esports athletes do not understand the importance of physiology, psychology and nutrition in esports.

Extensive Research and Development by Experts

In a sense, esports is not a physical sport, especially when compared to traditional sports such as football and motorsports. In fact, esports has often been decried by critics as a traditional sport due to its lack of physicality.

However, it is undeniable that esports athletes who dedicate a large amount of their time to their sport can experience mental and physical side effects. If athletes neglect their physical health by being largely sedentary, they might experience negative effects on their fine motor skills, which are necessary to succeed at the top level.

Most Common Esports Injuries



Diagram 4: Most Common Esports Injuries

Thus, it is critical to focus on an esports health program. There are four pillars to esports health topics: Psychology, Nutrition, Recovery and Physical Health. Each and every pillar is vital to an athlete's performance.

Specific training and corrective exercises must be implemented to offset the strain and stress that would be seen in high-level competitions.

According to research³, coaches of esports teams should have a working knowledge of minimal health guidelines, the signs

of common overuse injuries as well as the signs of gaming addiction. Meanwhile, physicians who screen these players should have a working knowledge of what gaming entails, the specific demands of the game or event as well as the physical and emotional demands of these players.

The model of esports physical assessments is vastly different from the typical athlete evaluation model. The assessment are designed to focus on all domains associated with this activity.

Standard Health Assessment for Esports Athletes

- Sports physical—performed by the primary care sports medicine physician
- Additional questions beyond the traditional sports physical examination
- Ask focused questions regarding physical activity and nutrition
- Evaluate social behaviour
- Evaluate addictive behaviours
- Inquire about academic performance
- Inquire about musculoskeletal complaints
- Evaluate vision

Expand the Role of the National Sports Institute into Esports

The National Sports Institute (ISN) is an agency under the Ministry of Youth and Sports that focuses on the development of sports science, medicine, and technology. The success of sports science will contribute to the success of esports.

More esports-centric programs that focus on esports science shall be developed by the National Sports Institute. The psychologic, nutrition, recovery, and physical aspects of esports will be introduced as research areas in the institute, and the findings can be utilised to the esports players' benefit.

As more and more international sporting events offer medals for esports, national esports athletes can utilise the expertise of the National Sports Institute to enhance their performance and fitness levels. One of the key areas that plays a major role in athletes' success is sports performance analysis, which can provide both quantitative and qualitative information on their performance.

³DiFrancisco-Donoghue J, Balentine J, Schmidt G, Zwibel H 2019, *Managing the health of the esports athlete: an integrated health management model*, viewed 21 September 2019, <<https://bmjopensem.bmj.com/content/5/1/e000467>>



By using sophisticated recording equipment and software video analyses that are able to gather information based on performance indicators, the sports performance analysis is able to provide important information to coaches and athletes quickly and effectively. This service can be provided for athletes during training as well as tournament days.

One of the objectives for involving the National Sports Institute is to encourage and raise awareness about the importance of physiology in sports, including esports. Although the public perception of esports is it does not require any form of physiological support, in reality it is very important. ISN should produce and publish a guideline for esports athletes physiology, psychology and nutrition.

National esports athletes will be provided with a full-scale nutritionist and dietitian team at the Sports Nutrition Centre. Hence, it is very important for esports athletes to know that the National Sports Institute is here to support athletes in achieving their best by providing scientific-based services and pursuing food philosophy.

Segment Summary

Problem	Solution	Outcome
Esports athletes don't understand the importance of physiology, psychology, and nutrition within esports.	<p>Short-term (2020-2021): Implement a pilot study to research and produce a manual for esports physiology, psychology, and nutrition.</p> <p>Mid-term (2020-2025): Execute ongoing development of esports physiology, psychology and nutrition.</p> <p>Long-term (2020-2030): Evaluate and improvise program.</p>	A standardised manual for esports physiology, psychology, and nutrition is established.

+ + + + + + + +

+ + + + + + + +

+ + + + + + + +







2020

**STRATEGIC PRIORITY:
TOWARDS RESPONSIBLE
GAMING AND ESPORTS ETHICS**



TOWARDS RESPONSIBLE GAMING AND ESPORTS ETHICS



STRATEGIC OBJECTIVE

2.1 SAFEGUARD INTEGRITY OF ESPORTS

INITIATIVE

- ESPORTS ASSOCIATIONS TO BE RESPONSIBLE FOR SAFEGUARDING ESPORTS INTEGRITY
- PROPOSE ANTI-DOPING MEASURES TO BE IMPLEMENTED WORLDWIDE
- ESM TO PUSH THE SAFEGUARDING OF ESPORTS INTEGRITY TO INTERNATIONAL BODIES

2.2 IMPROVE THE PUBLIC PERCEPTION OF ESPORTS

INITIATIVE

- SET UP A PROPER AWARENESS CAMPAIGN PLAN
- NATIONAL ESPORTS AMBASSADOR PROGRAM
- PROTECTION OF CHILDREN AND TEENAGERS IN ESPORTS

2.3 INCREASE THE PARTICIPATION OF WOMEN IN ESPORTS

2.4 RESPONSIBLE GAMING AS AN EXTRACURRICULAR ACTIVITY

INITIATIVE

- ESPORTS CLUBS IN SCHOOL
- ESPORTS AS AN EXTRACURRICULAR ACTIVITY
- EMPHASISE THE IMPORTANCE OF A GOOD EDUCATION

2.5 ADDRESS GAME ADDICTION

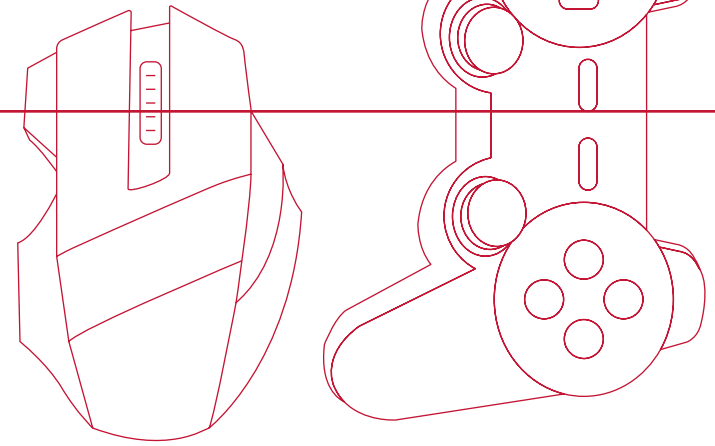
INITIATIVE

- INCORPORATE ESPORTS INTO THE FITMALAYSIA PROGRAM
- INTEGRATED CENTRE TO TACKLE ADDICTION

2.6 BALANCE ESPORTS WITH PHYSICAL ACTIVITIES

INITIATIVE

- ISN TO APPOINT DEDICATED ESPORTS EXPERTS



2.1

SAFEGUARD INTEGRITY OF ESPORTS

Similarly to traditional sports, esports harbours the potential for cheating and abuse. There have been incidents of players and organisations taking advantage of tournaments to earn side income via match fixing, whereby the culprits bet against themselves and intentionally lose to secure the winnings via the bets. Apart from that, there have also been incidents of players using third-party software or hacks to gain an unfair advantage in games, as well as players who abuse substances that enhance focus and cognitive ability, such as Adderall to enhance focus and cognitive ability.

Esports Associations to be Responsible for Safeguarding Esports Integrity

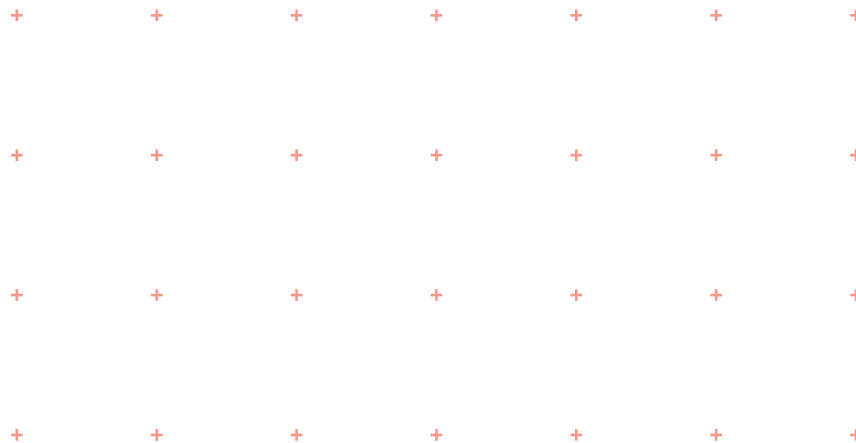
Currently, there is no sanctioned body to safeguard integrity in esports. Thus, ESM as national esports body must implement measures to prevent cheating or abuse within esports. ESM set up esports integrity committee to consult international bodies

such as ESIC (Esports Integrity Coalition), AESF (Asian Esports Federation) and IESF (International Esports Federation) and draw up guidelines to guard the integrity of esports.

Propose Anti-Doping Measures to be Implemented Worldwide

Any drug or substance related abuse needs to be monitored by official bodies like WADA (World Anti-Doping Agency). ESM in consultation with WADA shall introduce esports anti-doping

punitive and preventive measures and stipulate the penalties and bans to be imposed on drug abuse in esports.



Introduction of Esports Ethics

Unethical acts of cheating, hacking and taking illicit drugs will compromise the competitive nature of esports and undermine its efforts to establish itself as a legitimate and respected professional sport. Esports awareness and education program shall emphasize the importance of esports ethics to set the right mindset for esports athletes.

Guidelines on esports ethics will be developed to be practised by esports athletes. These guidelines are to be presented to international bodies to be sanctioned for worldwide use; its

aim is to educate all parties on ethical behaviour in esports, as well as how to identify and prevent cheaters.

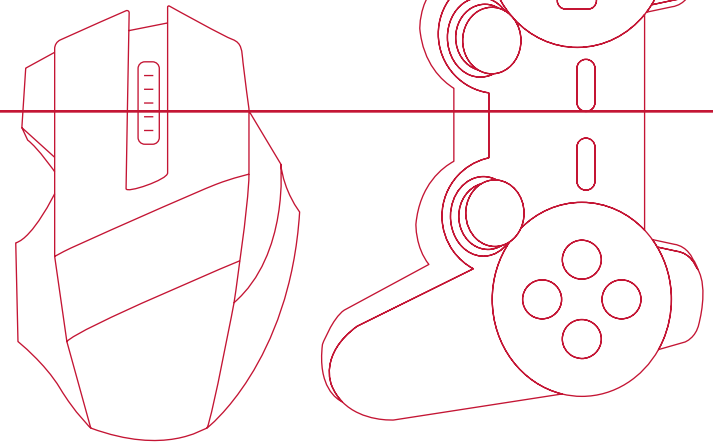
On the local grassroots level, organising awareness campaigns about this issue is the first step in educating gamers about the importance of integrity in esports. This helps gamers to avoid making bad decisions that lead to dire consequences such as being banned from participating in future tournaments and so on.

Segment Summary

Problem	Solution	Outcome
There is no proper sanctioned body to safeguard integrity in esports, nor any measures to identify and prevent cheaters.	Short-term (2020-2021): Create awareness through public events, mainstream media, and the ADeL (Anti-doping E-Learning) program by WADA. Mid-term (2020-2023): Ongoing awareness campaign and implementation of esports integrity guidelines. Long-term (2020-2025): Survey on the effectiveness of the awareness program.	Rules and regulations for integrity in gaming to be in place, as well as a dedicated esports integrity committee. Esports ethics integrity to be instilled in esports athletes nationwide.



2.2 IMPROVE THE PUBLIC PERCEPTION OF ESPORTS



The biggest challenge in promoting esports is the negative perception surrounding gaming culture. From gaming addiction, obesity, to long hours of playing, the public has always seen esports as a waste of time. Hence, it is very important for industry players to improve the public perception of esports.

Set Up a Proper Awareness Campaign Plan

To increase public awareness and confidence in esports, a multi-pronged plan must be set in place to tackle the issue from multiple angles.

Problem #1: Negative stigma regarding esports

There are many negative stigmas attached to esports, such as gamers being unhealthy and undisciplined with behavioural issues, as well as esports being a dead-end career with no future prospects.

Solution: Educate the public on the benefits of esports

Education is key when it comes to combating misconceptions. We must reach out at every level from the ground up to educate parents, teachers, and the community on the benefits and possibilities of esports. This can be done by esports festivals, workshops in schools, and game conventions like Level Up KL which is organised by MDEC. By addressing the public's fears head-on, we can clear up common concerns and misconceptions, leads to a more positive public sentiment towards esports.

+

+

+

+

Problem #2:
Esports athletes are not valued in the community

The public looks down on esports athletes, and often assume that they are wasting their time simply playing games.

Solution: Publicise achievements and success stories

Contrary to be a waste of time, esports athletes work as hard and contribute as much to national pride as traditional athletes do. One way to make the public understand that esports takes as much commitment and skill as traditional sports, is for the media to portray esports athletes' achievements in a more positive light, and show that we should be proud of the individuals who bring pride to Malaysia on an international stage.

Problem #3:
Esports is a dead-end endeavour

Esports is generally not viewed as a viable long-term career due to lack of career options and financial stability.

Solution: Increase cash prizes and salaries

For esports to be viable as a proper career path, we need to encourage more external investments to facilitate a sustainable esports ecosystem. This way, we can enable more tournaments as well as sustain better player salaries and cash prizes in the long run. There should also be more career talks held at schools to educate both parents and students about their career options and their rights in esports.



Problem #4: Esports is viewed as a toxic culture

Esports is susceptible to a culture of toxicity due to lack of role models and young average age of the community.

Solution: Monitor esports content and events to ensure quality

Streaming platforms like Twitch, Youtube and Facebook must regularly monitor with the content they provide to the viewers, to ensure that audiences can enjoy positive and high quality content in a safe environment. Furthermore, by increasing the number of public esports programs and events, esports can be promoted as a healthy lifestyle and culture to the public.

National Esports Ambassador Program

Every sport has their own ambassador, and esports should be no different. Ambassadors are not just icons, but community movers who bridge the gap between the public and the esports industry.

The National Esports Ambassador Program aims to see youths using esports as a positive catalyst to drive opportunity, engagement, and change for their peers. These young athletes will be the voice of esports in schools, universities, and the community. Their role is to encourage potential esports fans

to join and participate in a healthy esports-oriented lifestyle. This can potentially be a positive campaign for esports state associations, industry players and the government.

A few prominent game publishers have already been cultivating a positive image of esports via their respective ambassador programs.

+ + + + + + +

+ + + + + + +

+ + + + + + +

+ + + + + + +

Case Study 1

Riot Games launched their Malaysian Student Ambassador Program in 2017. Selected students became part of an entrepreneurial nationwide ambassador team for a year, and they were responsible for leading campaigns and projects at their university to grow the League of Legends community while embodying the values that Riot stand for.

Training and resources were provided to support these students throughout their stint as a Riot Games Student Ambassador. The program also encouraged students to improve upon their studies, as only students who attained good grades will be eligible to apply for this program.

Case Study 2

Game publisher Moonton has also launched a similar initiative, with selected candidates becoming Moonton Student Leaders (MSL). The MSL received specially designed swag and interactive training to develop their communication, problem-solving, financial management and critical thinking skills. These student leaders became the voice of the Mobile Legends: Bang Bang community, create awesome events, and challenged convention by changing the perception of gaming and esports.

By having more students participate in the ambassador program, it can uplift the image of esports. Parents can get involved with their children to promote healthy gaming. This will provide opportunities for students to use esports as a

platform to acquire critical communication, collaboration, and problem-solving skills needed to thrive in work and in life.



Protection of Children and Teenagers in Esports

As esports is becoming a popular trend among young children and teenagers, it is very important to have regulations, education and more layers of protection to ensure that they are safe from any abuse or negative influences. Parents, teachers,

the government, as well as esports organisations all have their role to play to ensure that children develop a healthy and safe lifestyle around esports.

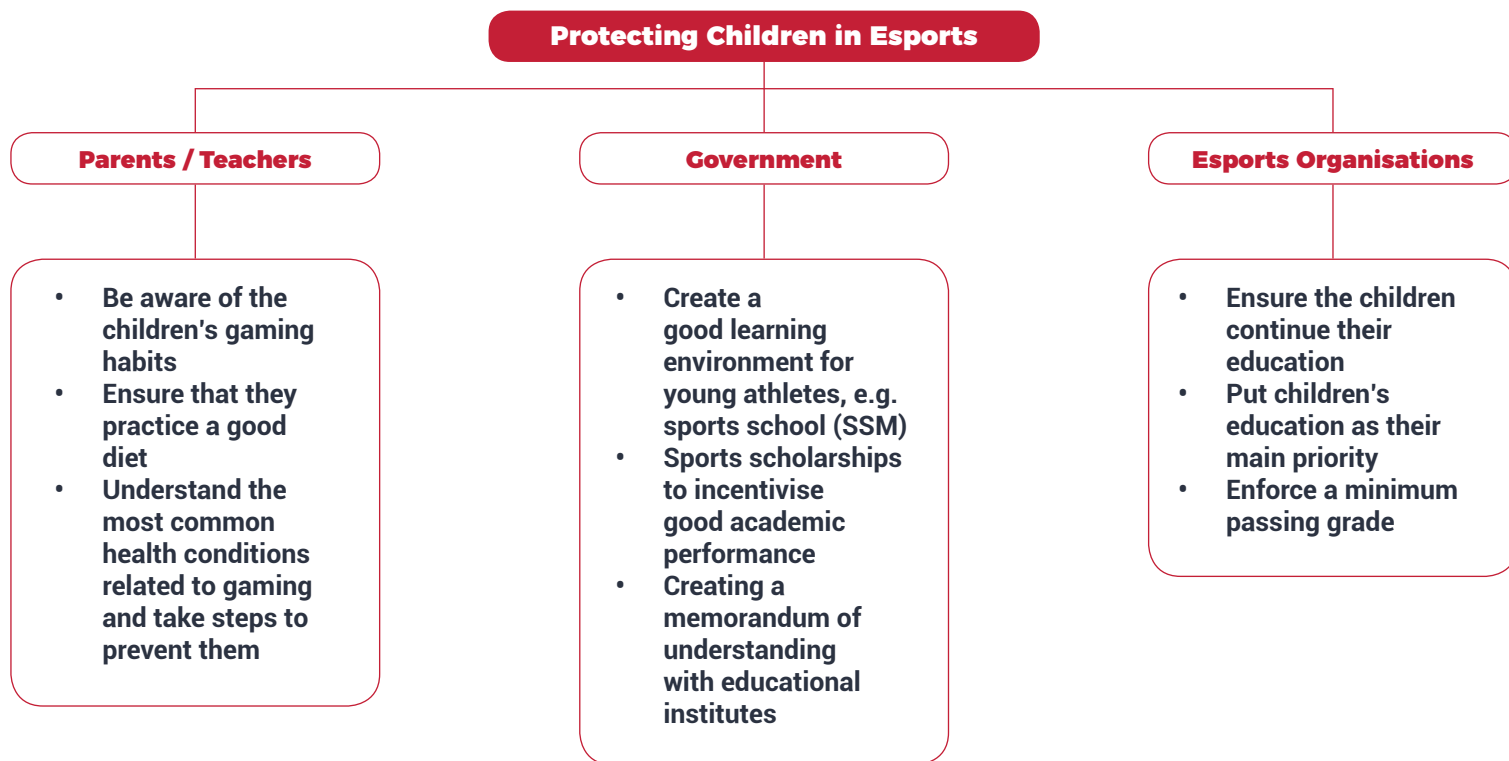


Diagram 5: Protecting Children in Esports





Parents and Teachers

One of the biggest concerns regarding gaming culture for children is the risk of health problems. Children who spend their more than two hours a day playing video games are prone to obesity, eyestrain, carpal tunnel syndrome, pain, and numbness. Thus, parents and teachers must be aware of the children's gaming habits and diet.

Young children can have fun and get the most out of gaming if parents and teachers help them to develop healthy gaming habits and make good choices regarding video games from an early age.



Government

Education is crucial for young athletes. Traditional sports in Malaysia already benefit from a good ecosystem and environment for young athletes to hone their skills while receiving a good education via sports schools (Sekolah Sukan Malaysia). We should also establish these benefits for aspiring esports talents, on top of offering esports scholarships to incentivise better academic performance as well as creating a memorandum of understanding with related educational institutes to ease their journey.



Esports Organisations

Esports organisation and teams with schooling athletes should encourage their athletes to complete secondary school education. This term should be incorporated into the players' employment contracts, in which any esports team shall not force any students to discontinue their education during the period of employment. A minimum passing grade should also be enforced to ensure that students do not neglect their studies.



Segment Summary

Problem	Solution	Outcome
There are many negative stigmas about esports, including a lack of role models for young athletes to emulate, as well as a general lack of understanding of their rights within esports.	<p>Short-term (2020-2021): Hold more healthy gaming and career talks at schools, as well as public esports events and tournaments.</p> <p>Mid-term (2020-2023): Ongoing awareness campaign and implementation of esports integrity guidelines.</p> <p>Long-term (2020-2025): Survey on the effectiveness of the awareness program.</p>	Increased awareness of esports among the parents and teachers; positive public sentiment and acceptable towards esports.

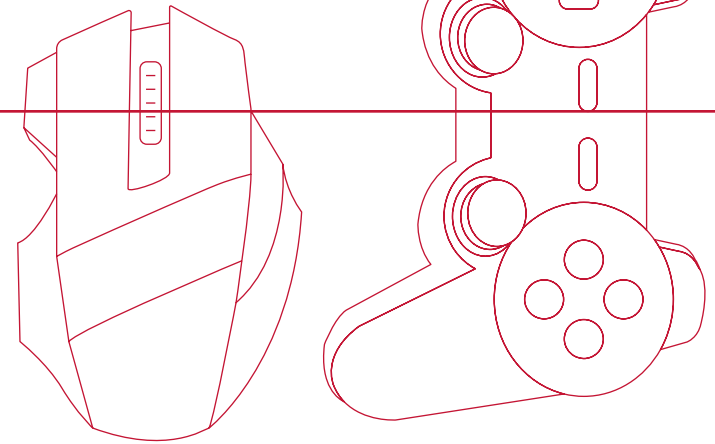
+ + + + + + + +

+ + + + + + + +

+ + + + + + + +

+ + + + + + + +





2.3 INCREASE THE PARTICIPATION OF WOMEN IN ESPORTS

Since the introduction of esports, it has always been dominated by male players. Although participation in esports has always been open to all regardless of gender, it has been observed that the involvement of women in esports is significantly lower than their counterparts.

The root of this issue is mainly due to a lack of awareness campaigns that enforce the idea that esports is for all, as well as the lack of a pull factor effort to attract more women into esports. As much as the statistics show that participation of women in casual gaming is comparable to that of men, women are still significantly less likely to participate in tournaments as a semi-pro or professional player.

Many professionals in the esports industry understand that encouraging more women to participate in the industry - both on stage and behind the scenes - is critical for the commercial success of the industry as well as promoting a socially responsible sector. However, until very recently there was little to no information available or readily accessible on how to do this.

Solutions include creating a safe environment for women to play, providing more esports events for women, and launching a healthy esports campaign to promote more participation from women.

According to Women in Esport⁴, there are a series of steps that can be implemented for women's participation in esports.

These include increasing qualified female board-level appointments at publishers and esports stakeholders. This can increase more awareness within the industry to promote and target female esports athletes for their brand image, as well as increase the understanding of women-specific issues and their needs within the esports industry.

There is also a need to significantly increase the number of women-only tournaments and leagues which will grow both the audience and player base while providing more opportunities to develop female talents in roles like desk hosts, analysts, shoutcasters, and off-stage roles. For example, Zowie Divina, Lenovo Legion, and WESG have all offered women's categories in their respective tournaments and events.

Another key area that should be taken into account is that there must be a significant investment in marketing to reach the non-core audience; this is needed to promote the spectacle and success of the female minority in esports, and to demonstrate that esports is not just for men, but for women as well.

+ + + + + + +

+ + + + + + +

⁴Women in Esports 2019, *Women in Esports Katowice Workshop Recommendations for Intel/ESL and all interested parties*, viewed 7 October 2019, <<http://www.womeningames.org/women-in-esports/>>

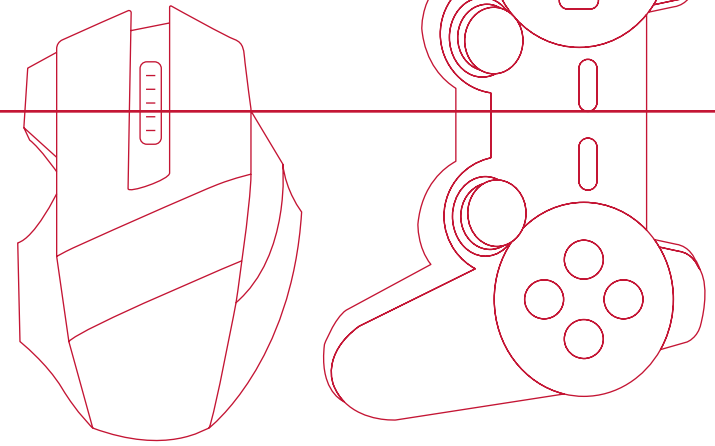
+ + + + + + +

+ + + + + + +



Segment Summary

Problem	Solution	Outcome
<p>There is a marked lack of support for women athletes.</p>	<p>Short-term (2020-2021): Hold awareness campaigns to promote female talents.</p> <p>Long-term (2020-2025): Establish women's divisions in esports tournaments and regional sporting events.</p>	<p>More participation of women in the industry as professional athletes and esports talents.</p>



2.4 RESPONSIBLE GAMING AS AN EXTRACURRICULAR ACTIVITY

Getting the support from the education sector will help the esports industry to bloom among young students, teachers, and parents. One of the ways to get the education sector to join the industry is by including esports into the list of extracurricular activities in secondary school.

This gives teachers the opportunity to give clear direction and mentorship to young players who are actively involved in gaming culture. Instead of letting students explore esports and gaming without any supervision, teachers and parents can now help guide and build proper discipline and a healthy interest of esports within them.

This initiative is not new. Western countries like America have previously introduced a proper syllabus for students who wish to learn more about esports, thereby connecting with them by tapping directly into their love of esports. Developed by the North America Scholastic Esports Federation (NASEF) with help from the University of California Irvine (UCI), the curriculum spans all four years of high school. It covers everything from game design to entrepreneurship to hospitality.

NASEF opines that “high school students are going to play video games no matter what, and this curriculum offers them a chance to learn more about that industry. The ultimate goal, though, is to give students a better way to learn by helping them associate their lessons with their world”.

By assimilating sports into the educational world, such as colleges, clubs and classrooms, it will enable all stakeholders to provide a proper development plan for esports from secondary school onwards. Investors and the government can work hand in hand to introduce esports into the education sector.

Esports Clubs in School

Establishing esports clubs in school allows teachers to closely supervise and better understand esports culture and the role it plays in students' lives. It also provides a platform for students to come together over a shared interest and learn valuable life skills such as leadership, teamwork, introspection and perseverance.

On a larger scale, these esports clubs can hold tournaments to select their best players to represent their school in inter-school tournaments. This will foster a healthy sense of rivalry and teamwork, as well as giving students an incentive to work together to hone their skills.



Esports as an Extracurricular Activity

Players who play on a semi-pro level should also be recognised for their achievements. Schools should recognise esports as a valid extracurricular activity and award them merit/credit points in accordance with their achievements in official

tournaments and esports events. This will boost students' confidence while spurring them to take esports more seriously and dedicate more time and effort to play on a higher level.

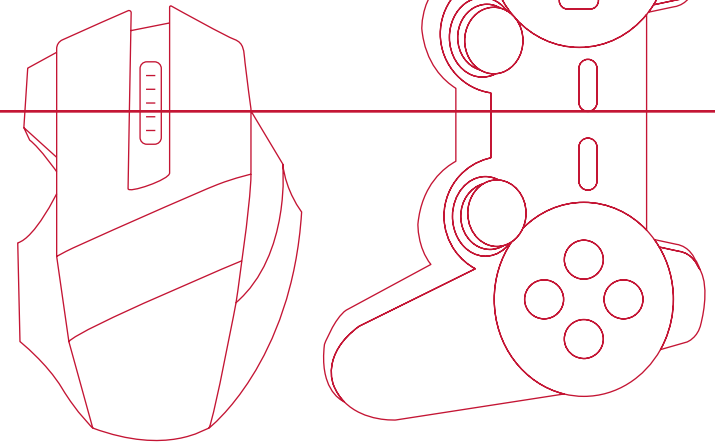
Emphasise the Importance of a Good Education

Students, especially younger ones, tend to get carried away with their esports dreams. Prominent esports athletes who have already achieved international success might also give these students a false sense of optimism when it comes to their future career path as a gamer, which might lead them to neglecting their studies in favour of becoming a full-time esports athlete.

We must instil the importance of a proper education in the minds of these students, and make them understand that achieving balance between academics and esports is vital in helping them become a well-rounded individual, which in turn leads to better chances of success in the field.

Segment Summary

Problem	Solution	Outcome
There is a need to educate children on responsible gaming and the importance of having a good balance between gaming and studies.	Short-term (2020-2022): Creating esports clubs in schools and emphasising the importance of a good education. Mid-term (2020-2025): Esports to be accepted as a legitimate extracurricular activity in secondary school.	Children achieved a minimum level of esports education while pursuing their esports careers.



2.5 ADDRESS GAME ADDICTION

One of the biggest concerns that should be addressed in gaming culture is game addiction. It has been an epidemic on a global scale for many years, fuelling the negative perception behind gaming and esports; just recently, WHO has declared gaming disorder as an addictive behaviour disorder.

To overcome this issue, we must impose stricter regulations on gaming culture and have proper plans to educate, prevent, and treat gaming addiction.

The problem cannot be addressed by shutting down the discussion, banning gaming communities, or reducing the number of esports events and activities. Rather, there should be a nationwide outreach campaign led by the Esports Malaysia Association (ESM) to continuously raise awareness in the community.

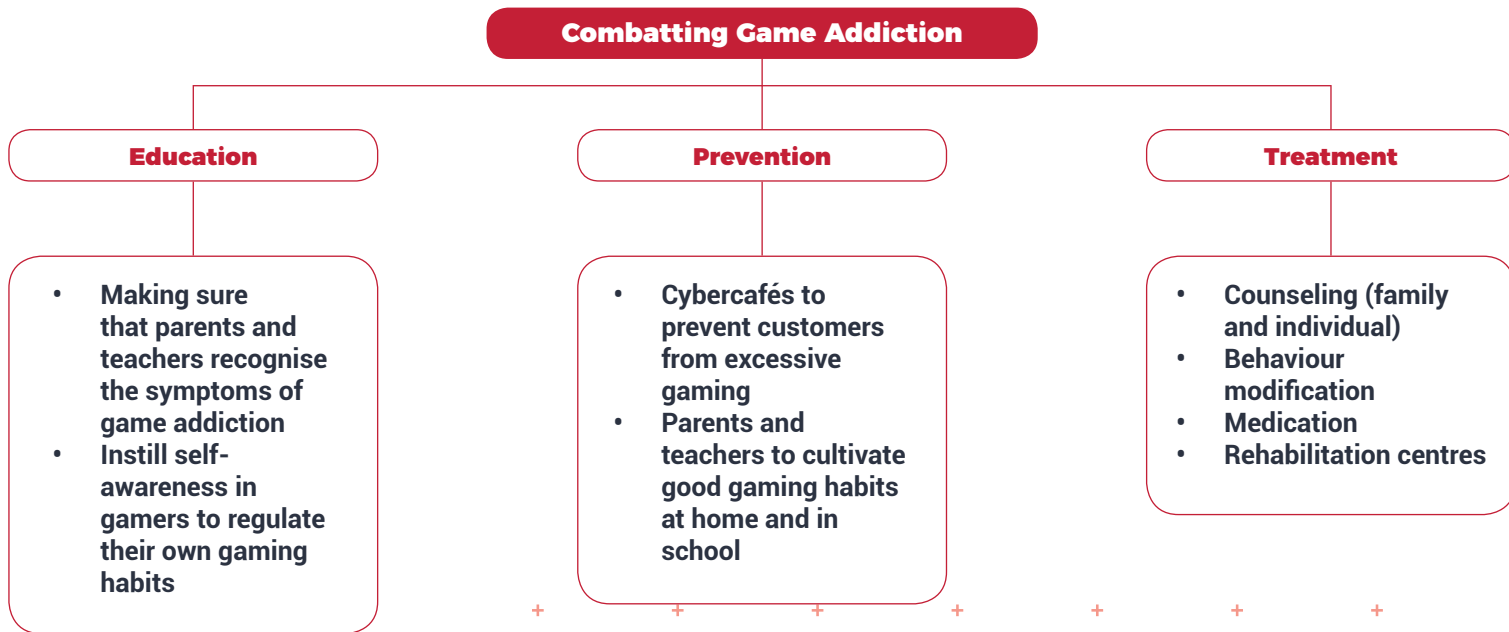


Diagram 6: Combatting Game Addiction



Education

Preventing gaming addiction starts from education. Parents and teachers should be taught to recognise the symptoms of game addiction, which can include the following:

1. Gaming to escape difficult life situations
2. Playing for longer periods as time goes on
3. Skipping showers and meals to play
4. Poor performance at work or school
5. Lying to others to hide gaming activities
6. Exhibiting signs of irritation when forced to stop gaming

With better parental supervision and stricter monitoring by teachers, it is possible to nip the problem in the bud before it becomes too severe. Gamers also need to be taught self-awareness, so they can regulate their own gaming habits and be responsible for maintaining a healthy lifestyle.



Prevention

Parents and teachers are responsible for cultivating good gaming habits both at home and in school. This can be done by first educating parents and teachers about gaming culture via a series of workshops that help them better understand the world of esports and gaming, as well as the pros, cons, risks, and benefits. Esports-related issues and concerns can also be raised during PIBG meetings to facilitate better communication between teachers and parents regarding the students' involvement in esports events and activities.

On a larger scale, cybercafés must be alert and set rules to ensure that underaged patrons leave the premises by midnight, thus discouraging unhealthy habits or excessive gaming.



Treatment

Treatment for video game addiction is similar to that for other addictions. Counselling and behavior modification are the primary means of treating addicted gamers. Together, individual and family counseling are powerful treatment tools. Some treatment facilities also incorporate medication in their programs.

Countries like South Korea, Canada, and the United States have established rehabilitation centres that cater to problems related to game addiction. Having more outdoor activities will also help expose young gamers to non-gaming activities.

Apart from the above, peers are also very important in addressing the issue of game addiction. Gamers should build a strong relationship with their gaming circle, as a good community will always be wary of the risk of addiction and create a strong support group that can address and perhaps even prevent it.

In addition, the public should be more open to talking about game addiction and lend a hand to help afflicted individuals, instead of seeing it as a threat.

Incorporate Esports into the FitMalaysia Program

The FitMalaysia Program has been run at both state and national level to great success. The program aims to bring rural communities in each state together to participate in sports and exercise; the program rotates from state to state throughout the year and culminates in an annual national level event. We can piggyback on this existing program by incorporating esports into its lineup of activities. This way, we can educate

people in rural areas in the benefits of esports as well as how to incorporate gaming into a healthy and balanced lifestyle. It also has the added benefit of scouting for hidden talent that might go unnoticed otherwise. The year end event can include a national community tournament that brings together both casual and aspiring pro players together to showcase their passion and talent.

Integrated Centre to Tackle Addiction

Individuals who suffer from gaming addiction must have a place they can turn to to receive advice and support. ESM must collaborate with ISN to pool their knowledge regarding both esports and sports science, and effectively apply this to the treatment of gaming addiction. ESM should also provide

counselling centres where afflicted individuals can receive private counselling and guidance for gaming addiction, while also serve as a hub to educate the general public on how to practice a balanced lifestyle while gaming.

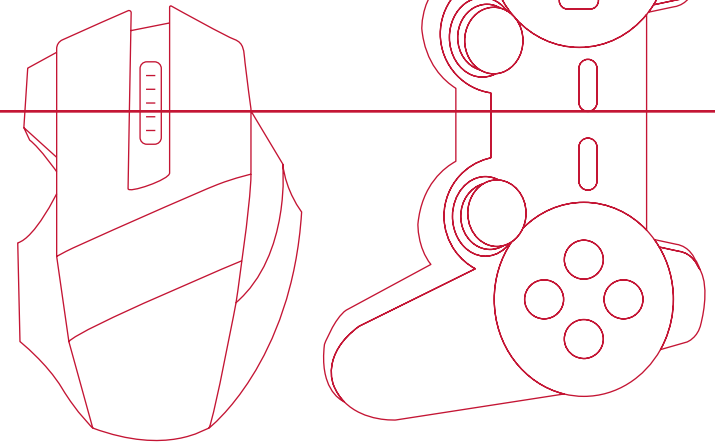


Segment Summary

Problem	Solution	Outcome
<p>There are insufficient measures to prevent and combat gaming addiction.</p>	<p>Short-term (2020-2022): Brainstorm and run pilot program to educate about gaming addiction.</p> <p>Mid-term (2020-2025): Test and execute the program whenever possible to test efficacy.</p> <p>Long-term (2020-2030): Evaluate and improvise/upgrade the program.</p>	<p>The public and target audience will be aware of the symptoms of gaming addiction and practice responsible gaming. Measures will also be in place to identify and manage gaming disorders.</p>



2.6 BALANCE ESPORTS WITH PHYSICAL ACTIVITIES



Esports is considered as another type of sports. Like many other sports, esports requires players to undergo physical activity. Being a professional esports athlete is not just about sitting in front of a computer or television, but also involves physical training, fitness tests, and outdoor activities.

Most professional esports teams compel their players to be fit, healthy, and committed to a number of hours to physical activities and gym programs. As esports athletes, a balanced lifestyle can improve overall health as well as gaming performance. Exercise produces countless physical adaptations that can help players reach a higher level both physically and mentally. The three major adaptations include: improved endurance, an increased ability to cope with stress, and improved cognitive function.

The research paper “Do E-Athletes Move?: A Study on Training and Physical Exercise in Elite E-Sports” offers the first peer-reviewed study on the training routines of elite esports athletes, with special focus on the subjects’ physical exercise routines. The study is based on a sample of 115 elite esports athletes.

According to their findings, esports athletes train approximately 5.28 hours every day around the year on the elite level. Approximately 1.08 hours of that training is physical exercise. More than half (55.6%) of the elite esports athletes believe that integrating physical exercise in their training programs has a positive effect on esports performance; however, no less than 47.0% of the elite athletes do their physical exercise chiefly to maintain overall health.

This shows that esports requires a certain amount of physical activity to boost performance. By promoting a healthier way of gaming, young players will become more aware of the importance of fitness in esports scene. ESM must ensure that the importance of physical health, fitness levels, endurance, and stamina must be inculcated among esports athletes via player development programs.

+ + + + + + +

+ + + + + + +

⁵Kari, Tuomas & Karhulahti, Veli-Matti. (2016). Do E-Athletes Move?: A Study on Training and Physical Exercise in Elite E-Sports. International Journal of Gaming and Computer-Mediated Simulations. 8. 53-66. 10.4018/IJGCMS.2016100104.

+ + + + + + +

+ + + + + + +

ISN to Appoint Dedicated Esports Experts

National Sports Institute (ISN) is Malaysia's leading expert in sports science. Hence, we will require their advice and assistance in crafting healthy guidelines for esports athletes to thrive both physically and mentally.

ESM must work together with ISN to assist in providing insights on the habits, needs, and lifestyle of an esports athlete; by combining the experience and expertise of both parties, a well thought-out esports health module can be proposed and implemented to help esports athletes balance their esports

training time with an appropriate amount of physical activity, thus maintaining optimum health.

Guidelines should include details of a proper training schedule, for example: minimum 6 to 8 hours of sleep daily, and a maximum of 2 consecutive training hours before requiring a physical break of 30 minutes. The exact terms are to be worked out by ISN with the assistance of ESM to cater to each athlete's individual needs.

Segment Summary

Problem	Solution	Outcome
Esports athletes lack physical exercise as well as knowledge to practice a healthy gaming lifestyle.	<p>Short-term (2020-2022): Research the applications of sports science on esports and run a pilot program to facilitate a healthier esports lifestyle. Guidelines to be implemented on a healthy daily regimen for esports players.</p> <p>Mid-term (2020-2025): Test and execute the program whenever possible, and assign expert officers for esports health.</p> <p>Long-term (2020-2030): Evaluate and improvise/upgrade the program and conduct more extensive research on high performance esports.</p>	Produce high performance esports athletes who are physically fit and lead a balanced lifestyle that cuts down on behavioural and health issues. Sports science experts that specialise in esports to lead healthy esports movement internationally.





3.0

**STRATEGIC PRIORITY:
BETTER ACCESS TO ESPORTS
INFRASTRUCTURE**



BETTER ACCESS TO ESPORTS INFRASTRUCTURE



STRATEGIC OBJECTIVE

3.1 DEVELOP NATIONAL AND STATES ESPORTS HUB

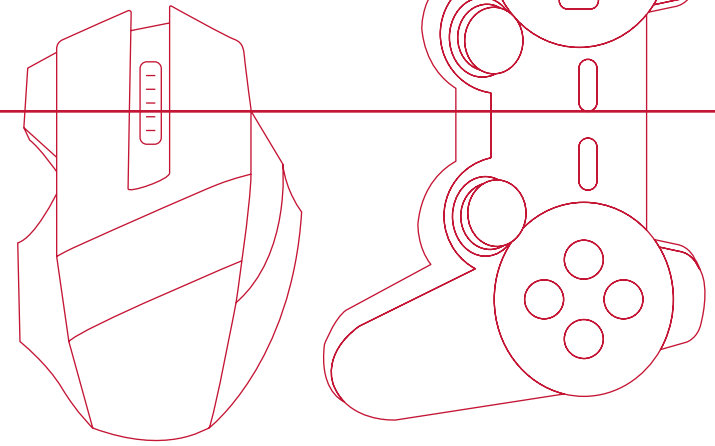
INITIATIVE

- OFFICIAL CENTRE FOR ESPORTS EVENTS
- DEDICATED ESPORTS VENUE FOR PROFESSIONAL ATHLETES AND ESPORTS DEVELOPMENT
- DESIGNATED STATE ESPORTS CENTRES

3.2 DEVELOP A NATIONAL ESPORTS ACADEMY

INITIATIVE

- A CENTRE TO TRAIN NATIONAL ESPORTS ATHLETES AND DEVELOP THE ESPORTS ECOSYSTEM



3.1

DEVELOP NATIONAL AND STATES ESPORTS HUB

Currently, there is a race to build a Regional Esports Hub in Asia. In Hong Kong, the 25,000 sq.ft. CGA Esports Stadium in Cyberport was recently opened, while the government further pledged HKD 50 million to develop a dedicated space for esports tournaments. Meanwhile, Korea has OGN esports studios for professional leagues in Starcraft 2, League of Legends and Starcraft II.

Official Centre for Esports Events

For Malaysia, the proposed National Esports Hub project will serve as one of the key initiatives and catalysts in this Strategic Plan for Esports Development. A dedicated, well-located and affordable 500-person capacity national esports venue will reduce costs, set-up time and manpower requirements, thereby enabling more medium-sized events to

be held regularly. A stage arena complete with lighting, sound, production, live stream, internet and networking facilities will be readily available for rent to third-party organisers for events and tournaments. The incorporated accommodation element will also make long-term esports leagues viable.

Dedicated Esports Venue for Professional Athletes and Esports Development

Furthermore, the proposed National Esports Hub will also serve other esports strategic initiatives, namely the Esports High Performance Program, the National Esports League, and the Public Education and Awareness Program.

All the aforementioned programs as well as others held at the National Esports Hub will drive momentum to push the Strategic Plan for Esports Development forward and continuously attract high traffic, publicity, and exposure to the centre.

Private sector joint ventures based on Request for Proposal (RFP) will be explored. The appointed operator - preferably a key industry player with knowledge and experience in esports - should work with alongside ESM and MSN to meet the goals of developing a dedicated esports venue. In addition to government grants, private sector investments and sponsorships will contribute greatly to the cause. The efforts will be focused on refurbishing existing government facilities or building new ones to be used in the long-term development of the National Esports Hub. The centre will be a role model and reference for future esports centers in other states. The National Science Center in Bukit Kiara will be a good reference to run the Public Esports Gallery and Education Program.





Diagram 7: Functions of the National Esports Hub

Designated State Esports Centres

Generally, major esports events have been clustered around the Klang Valley due to demand as well as accessibility to esports facilities and infrastructure. Dedicated esports centres in every major state capital around Malaysia will anchor and distribute more esports events, exposure, and job opportunities nationwide.

JBSN, MSN and state esports associations will work together to provide proper esports facilities to the dedicated state esports centres. The centres should have the capacity to accommodate esports events for at least 300 persons, including participants and audiences. Monthly events shall be held here while the state teams and players will also train here regularly.

By having dedicated state esports centres, it can nourish esports development from the grassroots level. Parents would more readily give permission for their children to join or attend events held in state esports centres, which will become a community centre of sorts for the esports community and fans alike. This will not only help provide a proper space for esports enthusiasts to socialise and grow, but also boost the confidence of the general public towards esports.

The goal of establishing state esports centres is not only to improve the calibre of current players and develop potential candidates into future professionals, but also to instil a culture of professionalism within players who are used to operating on their own from remote locations or team houses in which players both work and reside.



Segment Summary

Problem	Solution	Outcome
Malaysia lacks the infrastructure to become Southeast Asia's leading esports hub.	<p>Short-term (2020-2021): Implement national and state esports hub development plan.</p> <p>Mid-term (2020-2023): Create a national esports hub.</p> <p>Long-term (2020-2025): Create state esports hubs.</p>	Establish centralised training centres for esports athletes and have a dedicated esports event venue.

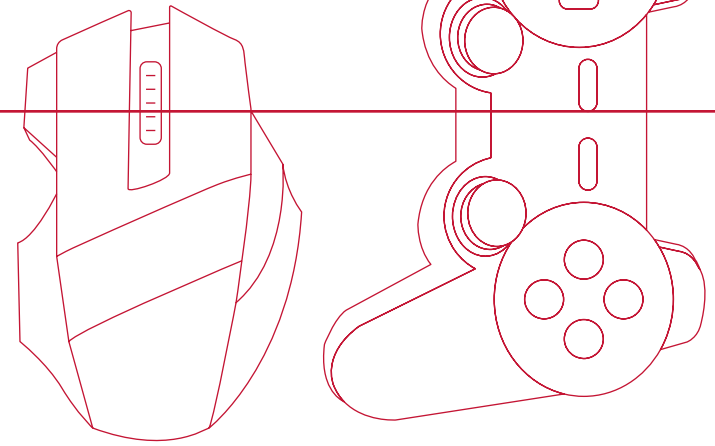
+ + + + + + + +

+ + + + + + + +

+ + + + + + + +

+ + + + + + + +





3.2 DEVELOP A NATIONAL ESPORTS ACADEMY

In Malaysia, there is a marked lack of esports academies that cover the whole esports ecosystem. For example, talent management and athlete development are areas that are largely unexplored. Currently, development of esports is mainly being run by the private sector and is not regulated. Thus, there is a need to develop a national esports academy to create a professional and controlled environment for the esports industry to grow.

A Centre to Train National Esports Athletes and Develop the Esports Ecosystem

Develop young players is the main priority in building esports ecosystem. Most of the players are self-taught. There are no proper syllabus on esports whereby players can learn vital skills such as discipline, communication skills, and time management. Often, these skill sets make a world of difference between professional players and casual gamers. Currently, there are two small scale private esports academies in Malaysia, which are not sufficient to serve local esports scene. The National Esports Academy will serve to fill this gap and serve national goals by developing these essential skills in national esports athletes.

In the national esports academy, players will have a proper coach, manager, analyst, and fitness instructor - some players will even have their own dietician. Like traditional sports, the support team can guide and coach talented players becoming professional athlete.

Private sectors can help by making investments to establish more esports academies. According to Udemy, esports academies can improve the quality of the esports athletes in several ways, such as those listed below.

+	+	+	+	+	+	+
+	+	+	+	+	+	+
+	+	+	+	+	+	+
+	+	+	+	+	+	+


Role of Esports Academies

- Strategise players' pro gaming career focus, goal orientation and approach
- Create a supportive environment around players to realise their pro gaming dreams
- Develop successful mindsets, define pro gaming dreams and goals, and target to realise those dreams
- Educate on how to make the right decisions in the business of esports
- Pinpoint common mistakes young aspiring pro gamers and teams make in order to avoid them
- Teach the basic principles of how to maximise gaming performance
- Educate on how to overcome common problems in esports team dynamics

Segment Summary

Problem	Solution	Outcome
No dedicated esports high performance center to train and develop national athletes for international tournaments	Short-term (2020-2021): Request for proposals from private sector on the proposed National Esports Academy Long-term (2020-2025): Build and establish a physical national esports academy.	National Esports Academy that will spearhead Malaysia athletes esports excellence





4.0

**STRATEGIC PRIORITY:
BUILD A SUSTAINABLE ESPORTS
ECOSYSTEM**



BUILD A SUSTAINABLE ESPORTS ECOSYSTEM



STRATEGIC OBJECTIVE

4.1 DEVELOP ESPORTS TALENTS

INITIATIVE

- MAXIMISE THE UTILISATION OF EXISTING RESOURCES
- ESPORTS TALENT PROGRAM AT UNIVERSITY LEVEL
- TAX INCENTIVES FOR ESPORTS PRODUCTION

4.2 ESPORTS INDUSTRY DIRECTORY AND GUIDELINES

INITIATIVE

- SIMPLIFY THE ONLINE PERMIT APPLICATION PROCESS
- PUBLIC DIRECTORY OF CATEGORISED EVENT ORGANISERS
- EVENT GUIDELINES

4.3 DEVELOP ESPORTS VOLUNTEER NETWORK

INITIATIVE

- IMPROVE UPON EXISTING DATABASE FOR ESPORTS VOLUNTEERS
- UNIVERSITY ESPORTS VOLUNTEER PROGRAM
- ENGAGE WITH OTHER VOLUNTEER-BASED NGOS
- ATTRACT KEY PUBLISHERS TO ORGANISE EVENTS IN MALAYSIA

4.4 ESPORTS TOURISM DEVELOPMENT

INITIATIVE

- IDENTIFY AND DEVELOP THE FIRST ESPORTS DESTINATION IN SOUTHEAST ASIA
- BRANCH OUT ACROSS MALAYSIA VIA REGIONAL ESPORTS HUBS

4.5 EMPOWER THE GAMING INDUSTRY

INITIATIVE

- ENABLE BETTER INFRASTRUCTURE FOR PUBLISHER SERVERS
- TAX INCENTIVES
- SUPPORT MAJOR ESPORTS EVENTS
- SUPPORT THE DEVELOPMENT OF RACING SIMULATORS AND VR/AR ESPORTS
- PRIORITISE LOCAL CONTENT AND SERVICES

4.6 INCREASE PRIVATE SECTOR AND INTERNATIONAL INVESTMENT

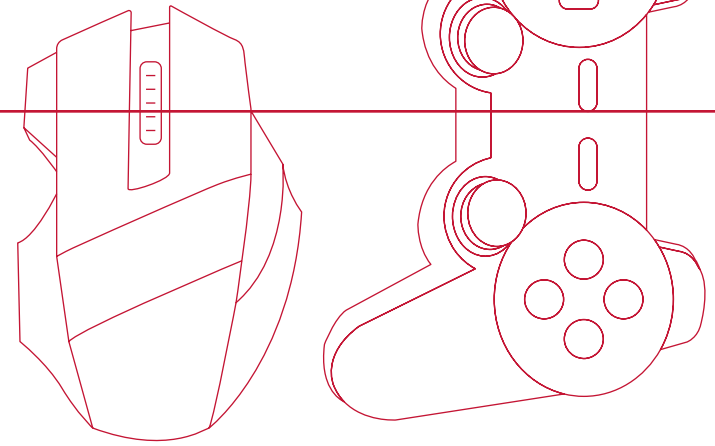
INITIATIVE

- INCREASE NON-ENDEMIC AND ENDEMIC BRAND SPONSORSHIPS FOR ESPORTS
- ATTRACT FOREIGN TEAMS TO INVEST AND TRAIN IN MALAYSIA

4.7 ORGANISE REGIONAL ESPORTS CONFERENCE AND SUMMIT

INITIATIVE

- ENTICE MORE CORPORATE AND NON-ENDEMIC BRANDS TO PARTICIPATE



4.1

DEVELOP ESPORTS TALENTS

To facilitate sustainable growth of the esports ecosystem, there needs to be a platform for aspiring talents to hone their skills, as well as sufficient job opportunities for existing talents.

Maximise the Utilisation of Existing Resources

Government media like RTM and Bernama can be empowered to promote esports in TV and radio station. These platforms can host and disseminate esports contents through existing asset and resources. For example, TV slots can allocated for esports talk shows to discuss current issues and topics in esports and keep fellow Malaysians updated on news and

achievement of esports athletes. These talk shows can serve as an incubator for emerging talents to improve their skills as, hosts, producers, production crews, multimedia designer and other esports-related support roles. This initiative will create healthy competition from private media companies to produce and air more esports contents.

Esports Talent Program at University Level

New talents can also be discovered at university level from variety of academic courses. esports tournaments and activities that draw participation of marketing, multimedia design, public relations, mass communications and arts can build interests and cultivate talents who can work and support

the esports industry upon graduation. In the long run, this will continue to supply new local esports talents, thereby reduce our reliance on foreign talents to run international esports events in Malaysia.

Tax Incentives for Esports Production

We need to attract more international events to be held in Malaysia to propel the growth of local esports scene. The international events will give local talents the opportunities to work with foreign event and production crews and talents. Henceforth we can learn new skills and knowledge, gain new insights and experience in hosting large-scale esports events successfully.

suitable venue options and assist organizers in expediting the permit application and approval.

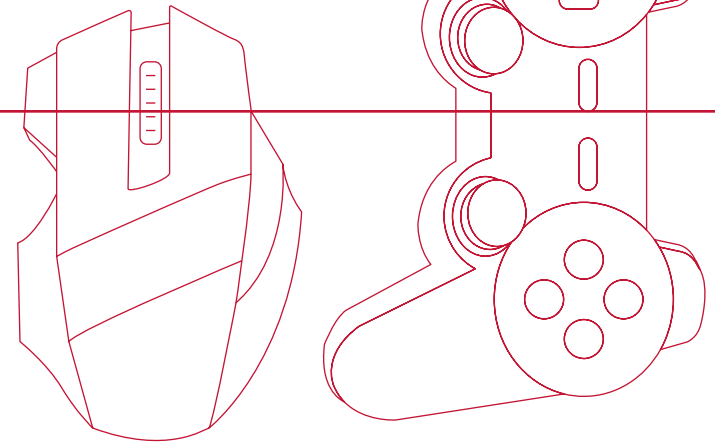
In terms of promoting these initiatives, we can take advantage of the existing internal broadcast networks used in Malaysia's government agency or ministry offices both locally and abroad. By producing internal videos to disseminate information, we can spread awareness at multiple touchpoints with ease.

To do this, we need to make Malaysia financially attractive to host international tournaments by reducing cost, identifying



Segment Summary

Problem	Solution	Outcome
Existing asset and resources not utilize to promote esports	<p>Short-term (2020-2021): Create slots for esports on traditional media and circulate promotional videos to related government agencies/ministries via internal network.</p> <p>Mid-term (2020-2023): Esports talent program in universities.</p> <p>Long-term (2020-2025): Establish more dedicated esports channels.</p>	More coverage of esports in mainstream media.



4.2 ESPORTS INDUSTRY DIRECTORY AND GUIDELINES

One major problem in the esports ecosystem is irresponsible event organisers who hold substandard esports events with a vast number of problems, including late payments to prize winners and subcontractors, lack of appropriate facilities and preparation (e.g. internet lag, power surges leading to blackouts), as well as poor scheduling leading to major events clashing. This tarnishes the image of the esports industry as a whole, and discourages esports fans from attending or participating in these events.

Simplify the Online Permit Application Process

All esports events require permits to ensure that they are legal and adhere to event guidelines. Currently, we already have an existing online permit application feature in PJS (Pesuruhjaya Sukan); the goal is to simplify this process to ensure that every

organiser is able to go through the permit application process smoothly, and acquire approval without hassle. The standard online permit application procedure shall be as follows:

Instructions

- Applicants shall submit the application:-
 - Not later than thirty (30) days before the date of activity for local sporting activities; and
 - Not later than ninety (90) days before the date of activity for international sporting activities
- For licensing applications approved by the Sports Commissioner, the applicant shall make a payment of licensing fee of:-
 - RM500.00 for local sporting activities and
 - RM1,000.00 for international sporting activities
 - Payments should be made using the money order/bank draft/banker's cheque under the name of Commissioner of Sports before the license is issued to the applicant

Documents to be Submitted:

- Form PL1
- A copy of Certified Certificate of Company's Registration
- A copy of Certified Memorandum & Article of Company
- Form 24
- Form 49
- Letter of Approval of Minister of Youth and Sports Malaysia for organisation of international level sports competitions or events
- Letter of Support by ESM
- Participants Group Personal Accident Insurance Cover Note
- Money Order/Bank Draft/Banker's Cheque

Public Directory of Categorised Event Organisers

To ensure that every organiser's track record is readily available to the public, we must implement a system to sort event organisers into categories and store this information in a database.

Event Organiser Categories

- **CATEGORY A:** Organisers with outstanding track records (e.g. event follows proper protocols, prize money paid out punctually)
- **CATEGORY B:** Organisers who are experienced but have a history of issues (e.g. lack of proper event preparation, delay in prize payment)
- **CATEGORY C:** Brand-new or inexperienced organisers who have yet to earn a reputation in the scene

Event Guidelines

To ensure that event organisers are held to a professional standard, organisers must adhere to standard event guidelines. The following is not an exhaustive list of requirements, but

general terms to serve as a starting point for ESM to finalise the comprehensive event guidelines:

Standard Event Guidelines

Organisers must have:

- Sufficient capital or source of income to host the event
- Hire esports experts that are qualified (e.g. casters, analysts)
- Have sufficient manpower to run the event
- Clearly state the payment terms of the prize money.



Esports Calendar

A comprehensive national sports calendar should be collated and made available on the official ESM portal to get to know upcoming esports events in Malaysia and event organisers

can use it as reference to plan future events and avoid clashes with existing one.

Segment Summary

Problem	Solution	Outcome
Lack of regulation on event organisers led to substandard events that tarnished the esports industry.	<p>Short-term (2020-2021): Creating awareness on proper permit application procedures, draw up appropriate event guidelines and curating a national esports calendar.</p> <p>Mid-term (2020-2023): Streamlining the online permit application process and creating a public esports event organiser directory.</p>	All future esports events to be approved with the appropriate permits, creating higher quality events that more of the public can attend.

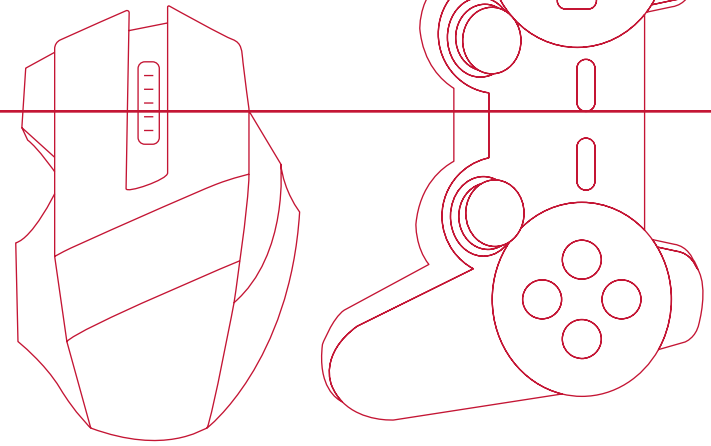
+ + + + + + + +

+ + + + + + + +

+ + + + + + + +

+ + + + + + + +





4.3 DEVELOP ESPORTS VOLUNTEER NETWORK

Malaysia is full of aspiring talents looking to join the esports scene. Usually, these esports enthusiasts volunteer at events to gain experience and network with others in the industry. However, without proper regulation and training, these volunteers do not gain any credible experience to ensure that they can properly progress to a professional position in the esports industry.

Improve Upon Existing Database for Esports Volunteers

To ensure that volunteers have the necessary skill sets to carry out their job adequately, we must create and regulate a standard training program that trains volunteers in the specific areas e.g. shoutcasting, marshalling, production etc. Once they have passed this training program, they will receive a

certificate recognising their qualifications and be entered into the esports volunteer database, which will ease the process of finding qualified volunteers for events. The database should list the volunteers' biodata, qualifications, areas of interest, and experience.

University Esports Volunteer Program

A large segment of esports enthusiasts are students, thereby presenting a big pool of potential manpower to draw from. To recognise these students' efforts, we should implement an official university esports volunteer program at universities, whereby students who volunteer at affiliated or approved events will receive extra credit towards the course they are

studying. ESM should also communicate with universities to ensure that these students will be approved for leave to volunteer at sanctioned esports events. This way, it is also easier to spot upcoming esports talents by monitoring these student volunteers' performance in their various roles - for example, production and logistics.

Engage with Other Volunteer-based NGOs

At the present, every sport has their own volunteer network which lends manpower to sporting events. We should take advantage of this existing framework by integrating esports volunteers into the existing sports volunteer network, as well as the volunteer networks of other NGOs. This will facilitate

skill sharing as well as expose esports to a wider audience of volunteers. The network should be readily accessible on the ESM website, so that event organisers who are looking for manpower can easily connect with a large pool of available volunteers.



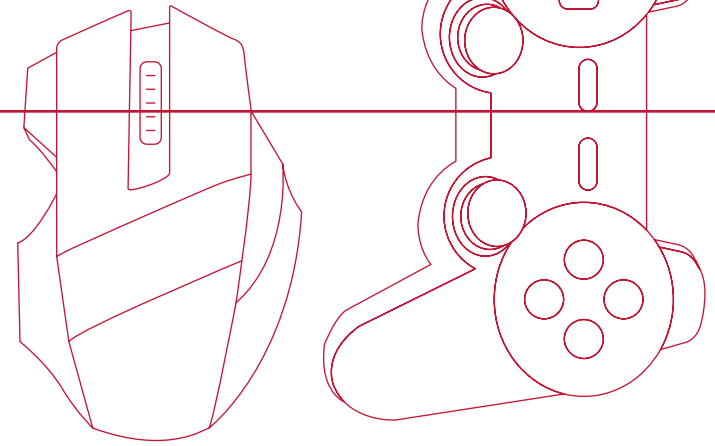
Attract Key Publishers to Organise Events in Malaysia

Apart from saving cost and having adequate infrastructure, having an existing volunteer network is an important factor in enticing international publishers to hold their events and tournaments in Malaysia. This way, they will know that

they have ready access to experienced manpower, making organising events that much easier and cheaper as they do not have to fly in their own manpower from overseas.

Segment Summary

Problem	Solution	Outcome
There is a lack of opportunities for youths to get involved in esports events.	<p>Short-term (2020-2021): Regulate a training program for esports volunteers.</p> <p>Mid-term (2020-2023): Implementing the university esports volunteer program, where students can earn extra credit for volunteering at esports events.</p> <p>Long-term (2020-2025): Engaging with other volunteer-based NGOs.</p>	Discovering and training new esports volunteers and production talents; establishing a proper esports volunteer network.



4.4 ESPORTS TOURISM DEVELOPMENT

International esports events like DreamHack in Jonkoping, Sweden and Intel Extreme Masters and ESL in Katowice, Poland, have successfully attracted droves of domestic and international fans to attend. For example, 40% of the tickets sold for the Dota 2 KL Major last year were to fans from overseas. As such, this shows that esports is a good potential catalyst for domestic and international tourism in Malaysia.

Traditional sporting events have always been known to boost tourism; however, other countries are now accepting that esports is one of the best sporting attractions for the new generation.

Similar to traditional sports and music concerts, fans would travel to major esports events around the world to support their favourite teams and witness the tournaments live. They are even willing to queue in long lines to get autographs from professional teams as well as buy limited edition event merchandise. Evidently, a well-organised esports event undoubtedly contributes to business in the hotel, transportation, retail, and F&B sectors.

Esports events such as DreamHack Leipzig, Insomnia 62, The International Shanghai, ESL Cologne, and many more have successfully attracted multitudes of tourists to enjoy the live esports experience.

Case Study: Insomnia 62

Insomnia is UK's biggest gaming convention. The show offers a look at the latest equipment, popular games, as well as up-and-coming streamers and personalities. Visitors were able to participate in friendly tournaments and enjoy a BYOC - bring your own computer - experience in a purpose-built LAN area. Apart from featuring triple A titles, Insomnia also offered tabletop games, cosplay, amateur competitive gaming, professional esports, indie titles and a VR Zone. In addition, the meet-and-greet sessions were a big hit, with visitors being able to see their favourite gaming personalities up close and in person.

These kinds of attractions and features can be applied in Malaysia's esports events as well.

Similarly to Sepang F1 and MotorGP in the past, ESM and MOTAC can work together to integrate major esports events in Malaysia into international and domestic Malaysia tourism marketing campaigns - for example, the "Visit Malaysia 2020" campaign can include major esports events into its list of things to do while in Malaysia.



Identify and Develop the First Esports Destination in Southeast Asia

Katowice, Poland is the new epicenter of esports in Europe. IEM (Intel Extreme Masters) and ESL ran their first event there in 2014; since then, the event has attracted more than 100,000 passionate fans each year to this 300,000-population city. Last year, the tournament live streams were watched by over 40 millions fans. The 6-year cooperation agreement between Intel, ESL, and the city of Katowice is a success story by any means. Today, it is the largest esports-themed expo in the world.

The Ministry of Youth and Sports envision that Malaysia can emulate Katowice's success and develop the first esports destination in Southeast Asia. Location-wise, Putrajaya is a strong candidate over other cities in Malaysia due to its proximity to KLIA and modern hotel facilities. Furthermore, Putrajaya will be connected to Kuala Lumpur via MRT2 by 2022, making commutes to the city centre even more convenient. Facilities-wise, the Putrajaya International Convention Center with a 3,000 seating capacity can be readily converted into a large-scale esports arena. To this end, Putrajaya Holdings can work alongside ESM, Astro eGG, and interested international esports organisations to turn Putrajaya into the first esports destination in Southeast Asia, thereby making Putrajaya a more attractive, vibrant, and international city for youths and international tourists alike.

Branch Out Across Malaysia via Regional Esports Hubs

The esports scene can also focus on developing more esports destinations in many areas. Johor can be a good esports hub for the southern part of Malaysia., as the connectivity with Singapore makes it more viable to organise community events. Iskandar Investment can play a major role in developing an esports hub for the southern community. Esports academies built in Johor can attract more young southern Malaysians to get involved professionally and exercise healthy gaming in a proper environment.

Like Johor, Kedah and Terengganu can pave the way to a flourishing esports scene in both the northern and eastern parts of Peninsular Malaysia. By diversifying esports destinations, the esports industry can grow in a consistent manner that is accessible to Malaysians as a whole. The people in the east coast can simply travel to Terengganu, rather than make a trip to Kuala Lumpur or Selangor just to experience esports competitively. By having more regional hubs, it can attract attention from neighbouring countries to invest and make a trip to Malaysia as a esports destination.



Segment Summary

Problem	Solution	Outcome
There are fewer international events being held in Malaysia, and no ongoing efforts to attract publisher interest in investing within Malaysia.	<p>Short-term (2020-2021): Carry out a tactical esports tourism campaign and shortlist interested cities and states to receive investments towards becoming esports destinations.</p> <p>Mid-term (2020-2023): Offer esports tourism packages.</p> <p>Long-term (2020-2025): Hold regular international esports tournaments at the selected destination.</p>	Increase tourist revenue and establish Malaysia as the leading esports destination in Southeast Asia

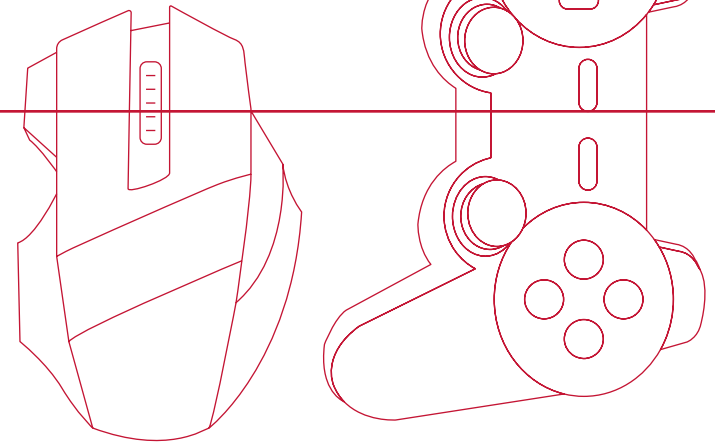
+ + + + + + + +

+ + + + + + + +

+ + + + + + + +

+ + + + + + + +





4.5 EMPOWER THE GAMING INDUSTRY

For the local gaming industry to truly grow, we need to nurture it from inside out. First and foremost, we need to attract international publishers to invest in Malaysia, enabling us to elevate our status as one of the leading esports community in Southeast Asia. Apart from that, we also need to focus on developing niche esports genres as well as our homegrown brands and talents.

Enable Better Infrastructure for Publisher Servers

Unlike traditional sports, the esports industry's intellectual properties are owned by their respective game publishers and developers, who can charge fees, control tournament rights, and dictate the rules of the game.

The game publishers' placement of game servers and marketing strategies in different countries will also influence the latency and subsequent popularity of the games. For instance, there are no dedicated AoV, League of Legends, and FIFA Online 4 servers for the Malaysian market. As such, Malaysian players can only play these games on neighboring country servers, which puts our players at a disadvantage due to higher latency compared to players with local servers. There will also be fewer tournaments as the marketing budget will be reduced.

As a result, Malaysian esports' grassroots development and potential in these particular esports titles will be

impeded, thereby reducing our chances of winning medals in international tournaments for these titles in the future.

MDEC, who has vast experience in game development and close ties with game publishers, can lead the effort to ensure that Malaysia has increased priority in gaming and marketing investments for esports titles in Southeast Asia. Indeed, Malaysia should be the priority market to launch games in Southeast Asia as we have the highest gaming spending per capita in the region.

Furthermore, Malaysia has a skilled, english-speaking workforce as well as reliable broadband and server infrastructure to run gaming-related businesses. MIDA should understand the strategic importance of the gaming industry on the future of esports development in Malaysia, and endeavour to attract foreign investments in esports business.

+ + + + + + +

+ + + + + + +

+ + + + + + +

+ + + + + + +

Tax Incentives

Making Malaysia more financially viable and attractive to publishers is vital. By providing tax incentives, we can entice them to set up their base operations in Malaysia, which will kick off a chain reaction of benefits for our local esports industry. Apart from creating jobs, publishers who set up their home base here will likely set up local servers for growing esports titles; doing so will eliminate lag and narrow the performance

gap between our local esports athletes and those from other countries who benefit from lower latencies. This will help to grow the player base and facilitate better performance and achievements from our local esports athletes, which in turn spurs the esports industry and economy towards further growth.

Support Major Esports Events

Major esports events are those that offer large prize pools and attract foreign team participation. They usually involve renowned international partnerships and collaborations as well. KL Major, ESL One Genting, and WESG SEA are among the major esports events recently held in Malaysia. As such, major event organisers need high visibility to attract big sponsors and thereby mitigate financial risks associated with undertaking major events.

Running major events is vital to Malaysian esports development, as they help to break new frontiers in terms of building our capacity to host big esports tournaments in the future. The international exposure that comes with major events have immense value in the eyes of global esports fans and investors. Foreign professional teams and overseas fans who travel to Malaysia to participate in international esports events will become our ambassadors to promote Malaysia and its capabilities after they return home. In addition, exposing Malaysia via live streaming the matches to tens of thousands of online fans abroad, further expands our global reach and supports the cause to attract more funding from sponsors.

ESL and PGL were among the first leading international esports event organisers who successfully hosted major

esports events in Malaysia. The ESL One Genting 2017 and 2018 Dota tournaments were held in Genting Highlands' Arena of Stars. PGL, in collaboration with eGG, hosted the 2017 Asia CSGO Minor in Iskandar Johor and the 2018 KL Dota 2 Major at Axiata Arena in Bukit Jalil, Kuala Lumpur. International esports organisations like these have good track records and the expertise to bring major esports tournaments to Malaysia. In the process, there will also be opportunities for technology and knowledge transfers, which will benefit fellow Malaysian crew members and local contractors.

International esports organisation and game publishers should always be welcome to run major tournaments in Malaysia. Besides that, Malaysia should not only promote mainstream titles such as Dota 2, CS:GO, and MLBB, but also other niche or smaller sports titles like FIFA, League of Legends, Starcraft II, Hearthstone, COD4, Tekken 7 and PES, which have worldwide appeal.

The government can also play a part by assisting in visa applications, providing ease of access to a world-class facility for esports, thereby enhancing the visibility of the esports scene in Malaysia.



Support the Development of Racing Simulators and VR/AR Esports

Motorsports, which has a global audience and strong team financing, has also ventured into esports. The Formula One Esports Series, which started in 2017, is a professional esports event promoted by F1. Traditional F1 teams like McLaren, Red Bull Racing, and Mercedes have joined the program and set up their own esports divisions to compete in the Formula One Esports world championship series. The MotoGP Esport Championship has also made a similar impact since its inception in 2017.

Digital motorsports enjoy some of the biggest market gains in any esports genre, and could hold the key to unlocking new

audiences that will spur esports to greater heights. Malaysia must start gearing up for the new esports racing venture by training aspiring drivers on racing simulators. This initiative will give Malaysia an edge in esports racing in this region.

The VR/AR esports genre is also gradually taking off. One of the more popular subgenres is drone racing. Although this niche market is still in its infancy, the technology is advancing rapidly and thus should not be neglected in our national esports development plan.

Prioritise Local Content and Services

While supporting the growth of esports in Malaysia, we should not neglect our homegrown talents. We have plenty of local companies providing a wide array of products and services, such as Sades, Todak Gaming, Pantheon and the Orange Cybercafé chain. Apart from businesses and brands, we also need to encourage local game developers to hone their skills and strive to create IPs that are on par with global titles.

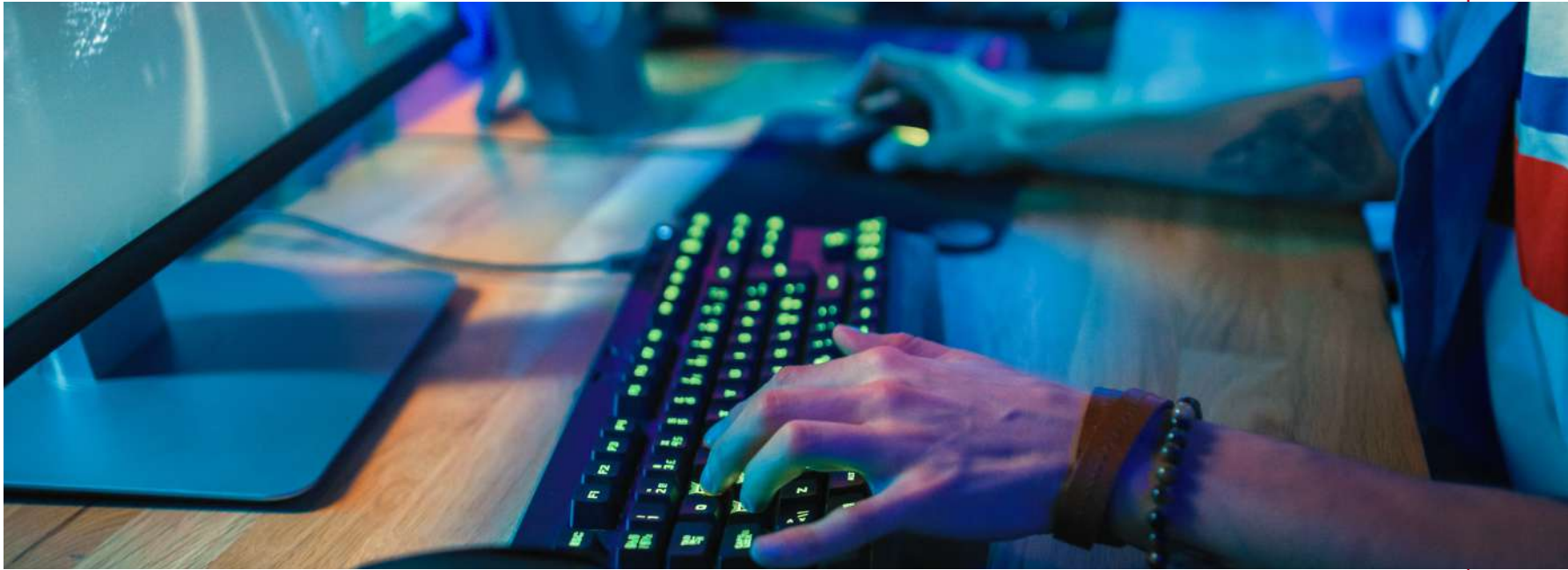
To do so, we need to launch an awareness campaign to ignite pride in our local games, brands, and services, so that they become staples in the local esports industry. Funds should also be allocated to support these local businesses to help them promote their own products/facilities e.g. sponsor tournaments to be held at Pantheon and Orange, or facilitate product placement of Sades and Todak peripherals in university esports centres or state esports hubs.

+ + + + + + +

+ + + + + + +

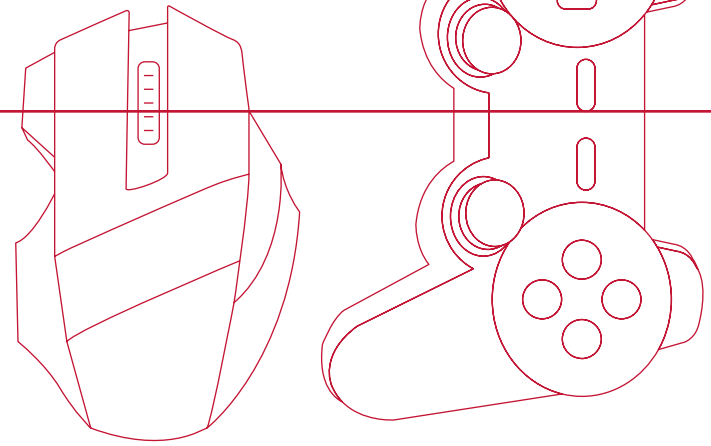
+ + + + + + +

+ + + + + + +



Segment Summary

Problem	Solution	Outcome
<p>There is a lack of publisher interest to invest in local servers and gaming infrastructure, leading to stunted growth in terms of local esports talents and events. Local products are also not supported by Malaysians.</p>	<p>Short-term (2020-2021): Investment incentive program for publishers; execute a marketing campaign to promote local products and services.</p> <p>Mid-term (2020-2023): Develop games with local talents and host international tournaments with the support from publishers.</p> <p>Long-term (2020-2025): Invest in esports infrastructure to keep the publishers to stay. Support varieties of niche esports genres.</p>	<p>Establish Malaysia as an esports hub to attract benefits for the economy; nurture local esports talents.</p>



4.6 INCREASE PRIVATE SECTOR AND INTERNATIONAL INVESTMENT

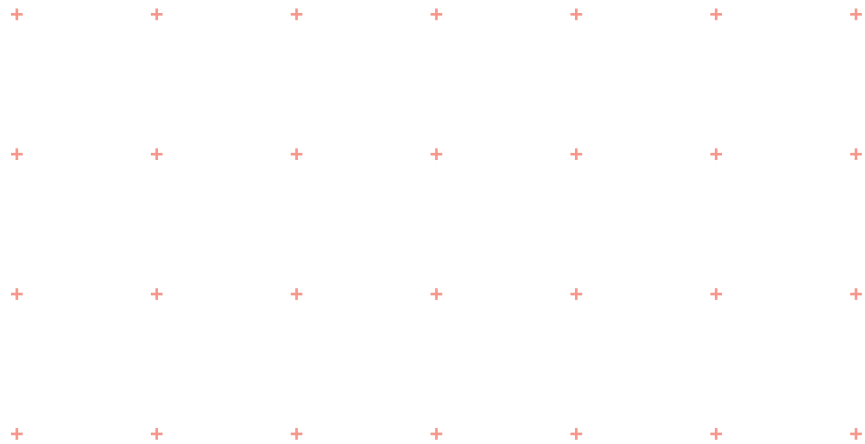
Esports is an emerging new sector with high economic potential for technological, telecommunications, and media industries. Other side industries that will benefit from positive impacts include hospitality, tourism, retail, and real estate. Incentives should be set in place to spur investments and sponsorship in esports-related events and start-ups. Current private sector sponsorships for sports are funnelled through MSN for tax incentive purposes; the same should be extended to esports to make it equally attractive to the private sector.

eGG channel 808 by Astro is the pioneer in satellite esports content in Southeast Asia. Built on its production experience and talent pool, eGG's content is sold to markets as far as Australia and New Zealand. Malaysia should facilitate a collaboration between eGG, MDEC, and Cyberjaya to set up a dedicated esports production studio to produce high quality content.

Online streaming media like Facebook Gaming, Youtube Gaming, and Twitch are investing heavily to capture market share in esports and gaming content creation. Traditional media companies like Media Prima and the Star Group have also started being active in the esports sphere; should they invest more in esports content and getting out positive esports messages to the public, it will be a win-win situation for all.

Real estate developers can also venture into esports infrastructure by providing space, development, and marketing benefits. Henceforth, real estate developers with land and financial prowess should be encouraged to open modern and well-equipped esports centres around Malaysia; by educating them on the current growth trend of esports, they will be more inclined to optimise their developments for esports. For example, most housing developments already have multi-purpose halls as part of their master plan - by adding a few enhancements such as high-speed broadband infrastructure and sufficient power points for an average LAN setup, these spaces can be esports-ready and cater to future tournaments and events.

Tax breaks should also be extended to foreign firms to encourage them to set up regional headquarters or bootcamps in Malaysia. The most successful foreign esports team investment in Malaysia is the Fnatic Dota team, who has been based in Malaysia for the past 4 years with an annual budget of more than RM 2 million. Malaysia has huge potential to become the bootcamp location of choice for overseas teams due to its low cost and good infrastructure.



Increase Non-endemic and Endemic Brand Sponsorships for Esports

The challenges in running esports events are its high cost and difficulty in securing cash sponsorships. It is common to get venue, product, and prize money sponsorships, but a well-run esports event needs cash to pay for other expenses as well.

Most esports event business models are built on sponsorships, where prize money can make up 10-30% of the budget; the selling of media rights is still in its infancy. As such, failure in securing sponsorships or defaults by sponsors will cause organisers to delay prize money payouts to winning teams and payments to contractors. In order to mitigate the risks and make the growth of esports as sustainable as that of traditional sports, more sponsorships for esports is required. Organisers should also refrain from competing to offer prize money beyond their means just to attract participants.

Attract Foreign Teams to Invest and Train in Malaysia

The most successful foreign esports team based in Malaysia is the Fnatic Dota 2 team. The team has been based in Malaysia since 2015, and its highest achievement is placing 4th in The International 6, which was held in 2016. Team OG from Europe also held their temporary bootcamp in Kuala Lumpur in preparation for The International 9 in 2019. OG went on to become the champion of The International 9 and won themselves 15 million USD. Our track record has proven that Malaysia has the potential to become the bootcamp of choice for overseas teams. There are many advantages for international teams to be based in Malaysia, including a good high-speed internet infrastructure, a low language barrier, and affordability.

In addition, Malaysia's currency and exchange rate is definitely attractive to all foreign teams looking to have their own bootcamp, office, and gaming centre in Malaysia. Compared to neighbouring countries like Singapore, Hong Kong and

Endemic sponsors are products or services that are used in esports productions and tournaments. PC hardware and peripheral manufacturers like Asus, MSI, Gigabyte, BenQ, Razer, and Logitech have been sponsoring Malaysian esports tournaments for many years. Other endemic sponsors include Telco companies, and FMCG brands like energy drink Red Bull, which also joined the fray 3 years ago.

While there is a sustainable momentum from endemic brands to sponsor esports, the future growth of esports will also depend on sponsorship from non-endemic brands. Non-endemic brands like Dominos Pizza, Mountain Dew, Nivea, and KFC have already invested in esports, but we will need more brands from non-endemic industries, such as banking, real estate, food, and fashion industries to invest in esports.

Shanghai, Malaysia is definitely a better choice from a financial perspective.

The local esports scene needs to have more popular international teams based here to boost the local fan base, increase traction with local organisers, and attract game publishers to organise more major events in Malaysia.

Increasing the number of international players and teams based in Malaysia can increase our visibility to industry players over the Southeast Asian region, thereby establishing Malaysia as the leading hub for international teams and organisations in the Southeast Asian region. Having renowned foreign players based in Malaysia will also indirectly boost the quality of the athletes we have, since they have to train and compete with each other regularly. There will be much to learn and experience from our foreign counterparts.



Segment Summary

Problem	Solution	Outcome
Limited private sector funding in esports - sponsors and investors do not see esports as an attractive investment.	Short-term (2020-2021): Corporate awareness program to educate brands and companies on potential and economics of esports investment. Mid-term (2020-2023): Sponsored esports leagues.	Diversified investments into esports industry.

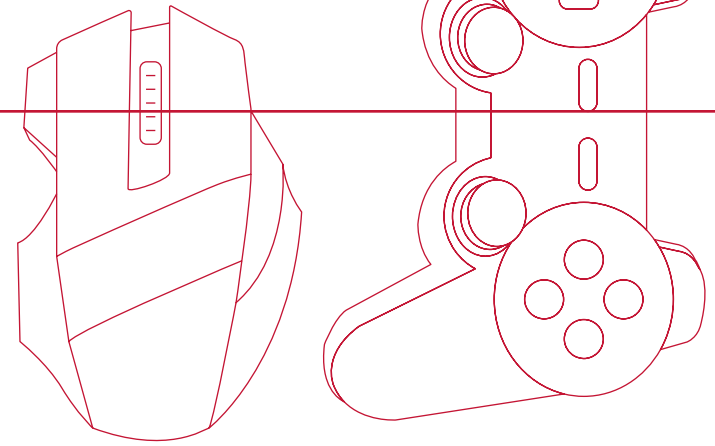
+ + + + + + + +

+ + + + + + + +

+ + + + + + + +

+ + + + + + + +





4.7 ORGANISE REGIONAL ESPORTS CONFERENCE AND SUMMIT

Malaysian organisers have captured more than 50% of the 2017 Southeast Asian esports event market, but other countries are quickly catching up. To leverage on our existing advantage, Malaysia should organise esports leadership forums and summits similar to the Esports Asia Summit, Esports BAR and Global Esports Executive Summit. The conference will attract esports event organisers, game publishers and developers, esports teams, esports stadium owners, investors, and brands to congregate and strike business deals and arrangements in Malaysia. The pooling of international experts and funding will create opportunities for the development of Malaysia's esports industry.

For example, ESL London organised a conference with over 60 speakers across 18 sessions aiming to explain esports from the inside out, and provide an opportunity for education and discussion around some of the more prominent topics in esports. Despite the big numbers being thrown around esports, it remains a particularly fresh and vulnerable industry, and without a doubt, it is best to treat it as a long-term objective and business goal.

Those who invest in esports now are more likely to reap the rewards down the line. At certain networking events, the opportunities are plentiful, such as finding the right clients, partnerships, speaking and other presentation opportunities, investment, advice, new insights and information, and so much more.

Malaysia should have more conference and engagement platforms with esports industry players. By having more engagement, there will be more understanding from all stakeholders in Malaysia's esports scene.

Entice More Corporate and Non-Endemic Brands to Participate

Non-endemic brands such as KFC, Garnier, and BADLAB have already invested in the esports industry. By inviting these participants to educate newcomers on how corporate brands can help and benefit from investing into esports, we can build their confidence and understanding, thus garnering more investments and sponsorships that feed directly into the continued growth of esports.

To extend exposure internationally, ESM must come up with a proposal to seek IESF and AESF's cooperation in endorsing these local esports conferences and summits. This way, we can leverage their connections and attract even more international participants and contributors.

Apart from other key industry players and stakeholders, game publishers also play a huge role in spreading awareness and educating investors on the nature and benefits of the esports industry. By sharing growth statistics and their development roadmaps for their esports game titles, they can build investor confidence in the vast potential of the industry. ESM must reach out to cooperate with key international publishers to attract them to give keynotes at our local esports conferences. In the long run, we hope to not only host our own homegrown esports forums, but to also attract established regional esports summits like the Global Esports Executive Summit (GEES) to be held in Malaysia.



Segment Summary

Problem	Solution	Outcome
Lack of international esports business conference and summit in Malaysia.	<p>Mid-term (2020-2023): Organise international conferences and summits in Malaysia.</p> <p>Long-term (2020-2025): Hold the largest esports business summit in Malaysia yearly</p>	Increased number of internationally-recognised conferences in Malaysia. Malaysia as esports business and financing hub.



The logo consists of the letters 'S', 'O', and a period, all in a bold, red, sans-serif font. The 'S' is a thick, blocky letter. The 'O' is also thick and blocky, with a slightly irregular, hand-drawn appearance. The period is a small, solid red square. The background is dark with a grid of red dashed lines and small red plus signs. There are also some white and red geometric shapes and lines scattered across the page, including a large white arc in the top left and several red lines forming various shapes.

**STRATEGIC PRIORITY:
INSTITUTE GOOD LAW
AND GOVERNANCE**





STRATEGIC OBJECTIVE

5.1 ATHLETE MANAGEMENT UNDER ESPORTS ASSOCIATIONS

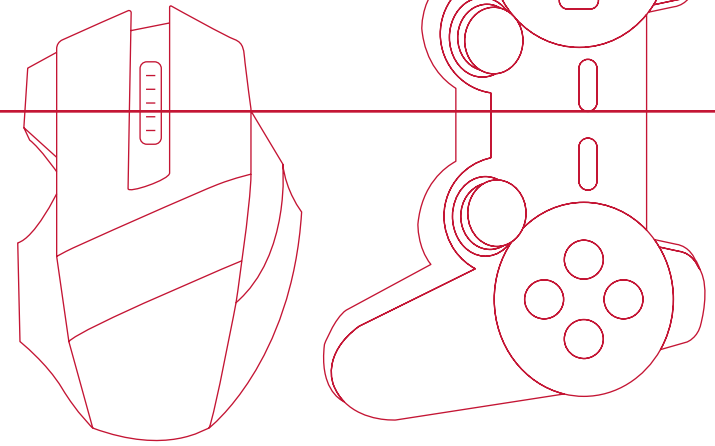
INITIATIVE

- STATE AND NATIONAL ATHLETE LICENSE
- STATE AND NATIONAL TEAM/ATHLETE SELECTION PROGRAM
- NATIONAL ESPORTS HIGH PERFORMANCE PROGRAM
- RECOGNITION AND AWARDS FOR ESPORTS ATHLETES
- ESPORTS REFEREE DEVELOPMENT AND CERTIFICATION PROGRAM

5.2 LICENSED ESPORTS TRAINING CENTRES AND STADIUMS NATIONWIDE

INITIATIVE

- ESPORTS ACTIVITY GUIDELINES
- PROVIDED LICENSES TO QUALIFIED INDIVIDUALS ONLY
- LIST OF ESPORTS TITLES AND FACILITY REQUIREMENTS



S.1

ATHLETE MANAGEMENT UNDER ESPORTS ASSOCIATIONS

There are currently no provisions for esports athlete licensing because it is a new industry. This made it difficult to monitor and regulate the professional and semi-pro esports scene. In addition, there are little training for support staff such as coaches, team managers, referees and analysts. As such, most esports athletes lack international exposure to better compete at international level.

State and National Athlete License

For traditional sports, athletes must register under an affiliated association for them to participate in the Olympics or any other regional games such as SEA Games and Commonwealth

Games. The purpose is to keep track of the athlete's qualifications and rankings.

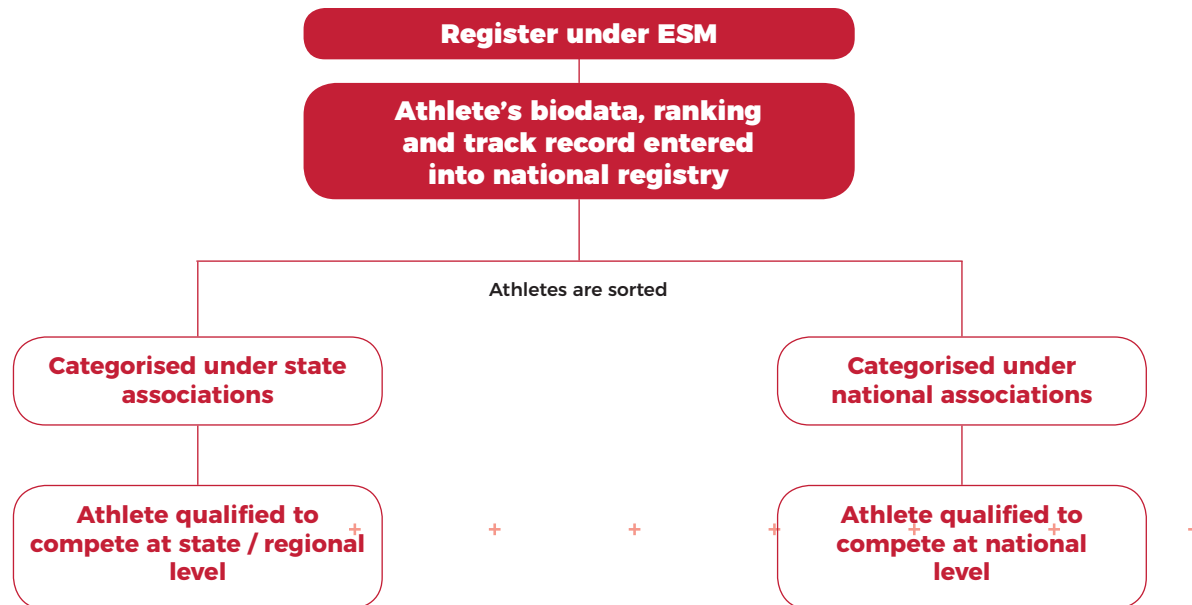


Diagram 8: State and National Athlete License Registration Flowchart

State and National Team/Athlete Selection Program

As esports is gaining more traction and attention, more international sporting events now include esports. For the very first time, the SEA Games 2019 in Manila include esports as a medal event where 6 medals will be contested. The new

frontier lifted the profile of esports and called upon talented esports athletes to represent national team to compete in SEA Games.



Diagram 9: Medal Esports at SEA Games 2019

Selection must first be held on state level. All state associations must work hand in hand with ESM to set up esports selection calendar, tournament format, and publicity to attract players from all over Malaysia to participate in the selection program.

Once selection at the state level is completed, the players will then contest in the national level qualifier to be hosted by ESM. The best players shall be selected as Malaysia's national athletes. Following which the selected athletes have to undergo athlete preparation program with MSN before the Games starts.

State Qualifier Format

General Criterias

1. All states must organize 1 state final qualifier to select the representative of the state for the Developed Category.
2. For states who wishes to do district/city qualifiers in their states, the state's association need to submit the finalized proposal, dateline and budget to Esports Malaysia by 24th February 2019. All of the finalized district/city qualifiers must be executed based on the proposal. Any other request for changes after the deadline will not be entertained.
3. The travel and accommodation expenses of the state's team to the national final will be covered by the respective state association. Esports Malaysia will provide the estimated cost of accommodation for the state representatives latest by 15th April 2019.
4. All teams/athletes who wishes to participate in the National Final must qualify from any of the States Qualifier for Developed Category and Offline Regional Qualifier for Growing Category.
5. All matches for each Esports title will be single elimination Best Of 3.
6. The Champion from each Esports Title of the States Qualifier will represent their states at the National Final.
7. Prizes for all States Qualifier will be standardized by Esports Malaysia based on the sponsorship secured.

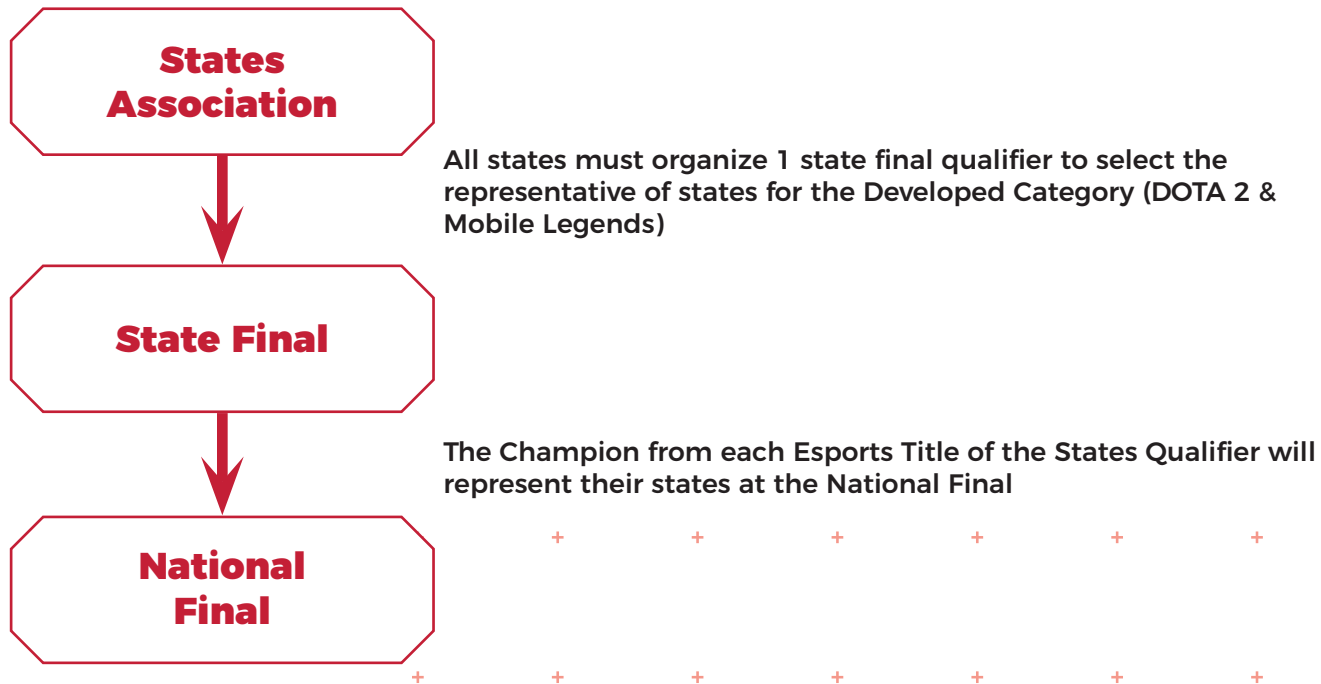


Diagram 10: State Qualifier Format

Regional Qualifier Format

General Criterias

1. There will be 5 Regional Qualifier for Growing Category whereby 1 Regional Qualifier will be held in each Region (e.g.: Central Region - Kuala Lumpur, Selangor, Putrajaya)
2. All 5 Regional Qualifier will be conducted online by Esports Malaysia appointed organizing team.
3. The Top 8 from each Esports title from the Online Regional Qualifier will get a spot at the Offline Regional Qualifier at their respective qualified region.
4. The host of the Offline Regional Qualifier will be selected by Esports Malaysia.
5. The Top 2 from each Esports Title of the Offline Regional Qualifier will represent their states and region at the National Final.
6. The travel and accommodation expenses of the states team/athletes from the Regional Qualifier to the National Final will be covered by the respective state association. Esports Malaysia will provide the estimated cost of accommodation latest by 15th April 2019.
7. All matches for each Esports title will be single elimination Best Of 3.
8. Prizes for all Regional Qualifier will be standardized by Esports Malaysia based on the sponsorship secured.

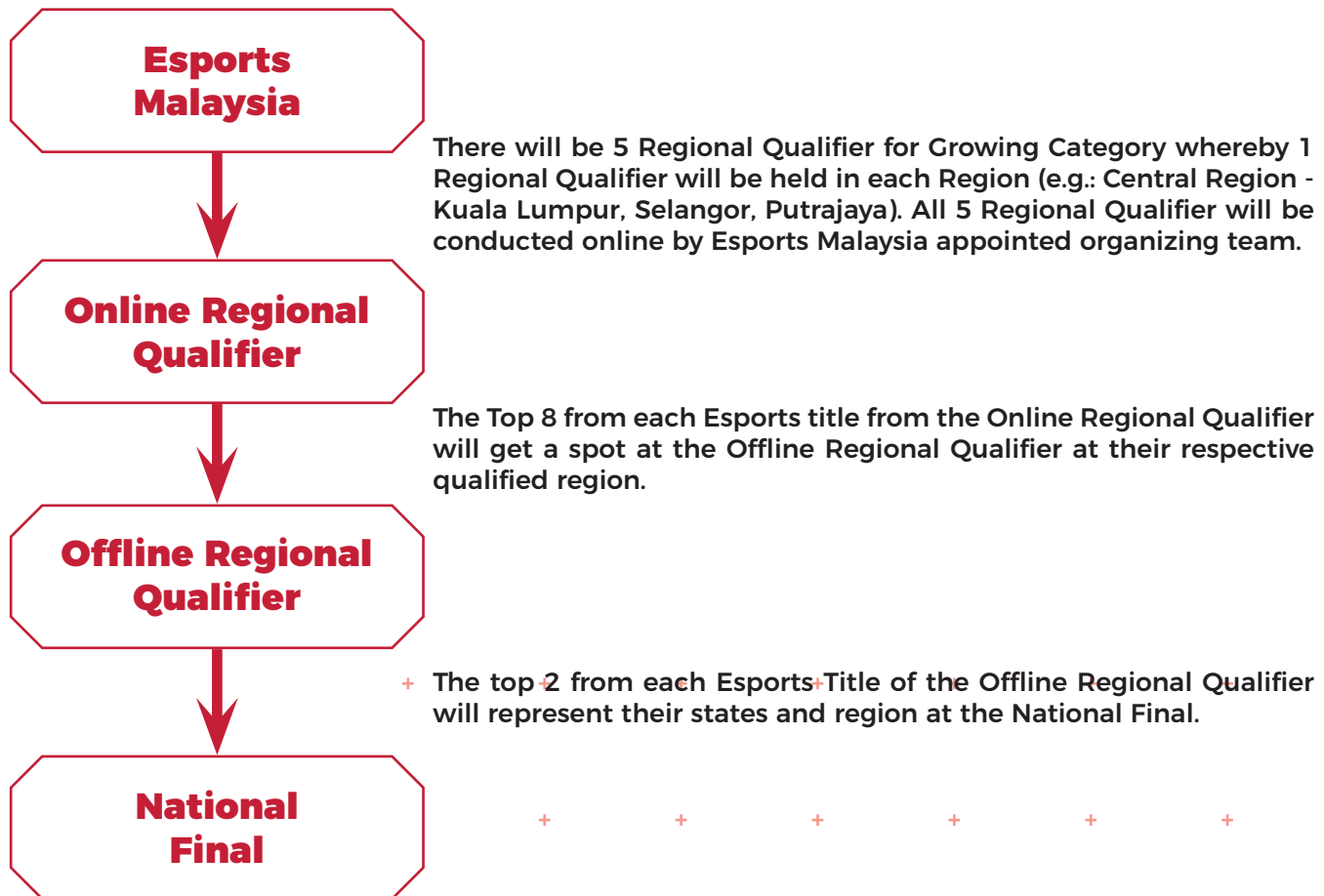


Diagram 11: Regional Qualifier Format



This procedure will also be applied to all international sporting events that offer esports as a medal tally event. For example, the Asia Games, Commonwealth Games, and Olympics.

National Esports High Performance Program

The National Esports High Performance Program is designed to take the best of our talents and continue to develop them further with support from KBS and MSN. Its aim is to nurture Malaysia's cream of the crop, enabling them to achieve sporting success and to stand as social role models and national sporting heroes.

High performing athletes will be provided opportunities to train alongside other international teams as part of agreements between ESM and international-based teams and associations.

ESM will continue to push the agenda of turning Malaysia into an esports hub that will continue to attract top level coaches and managers from around the world to support the development of our high performance athletes and individuals.

High performing athletes shall be eligible for sponsorship or grant money to be used in educational endeavours e.g. paying off student loans, paying university fees, or funding educational courses.

ESM needs to collaborate with industry players that can provide high-class facilities, expertise, and services across the country. This partnership enables pro-level esports athletes to have all the necessary resources they need to focus on honing their skills.

By implementing the National Esports High Performance Program, more young athletes and their teams will go on to perform successfully at an international level, thus supporting the sustainability of the esports high performance ecosystem.

Recognition and Awards for Esports Athletes

Recognition and awards for esports athletes, teams, organisations, and industry players who have played major role in local esports development and achievement can boost players motivation, provide good publicity and improve image of esports. These awards can be made up of different categories and game titles. The annual conferment of awards and recognition may be expanded as an IP to cover whole Southeast Asia region, Asia or global. The end results will attract more investors to esports industry in Malaysia. ESM and state associations can nominate and award states and national most valuable players and organisations in accordance with the national esports athletes registry.

For example, the Esports Awards event has consistently given the limelight to the best players and teams of the year. Outstanding teams like Astralis and Team Liquid have received the award after being nominated by a number of expert panels. This idea can be implemented in Malaysia as well.

Esports industry award shall highlight the processes that go behind the scenes of major tournament or event from set up, to production and broadcasting and interview the people who made it all happened. Nevertheless, transparency and fair judgement are crucial criteria in granting the awards.

+ + + + + + +

+ + + + + + +

+ + + + + + +

Esports Referee Development and Certification Program

Most esports events in Malaysia utilise a support staff made up of volunteers. Important roles such as marshalls and referees are played by individuals who may not have the proper qualifications to carry out their duties. To ensure that there is integrity in tournaments, this common practice needs to change.

Regular sports have official referees who are certified under international and local associations - the same should be practiced for esports. ESM must implement a referee certification program so we can easily identify qualified talents as well as their level of expertise.

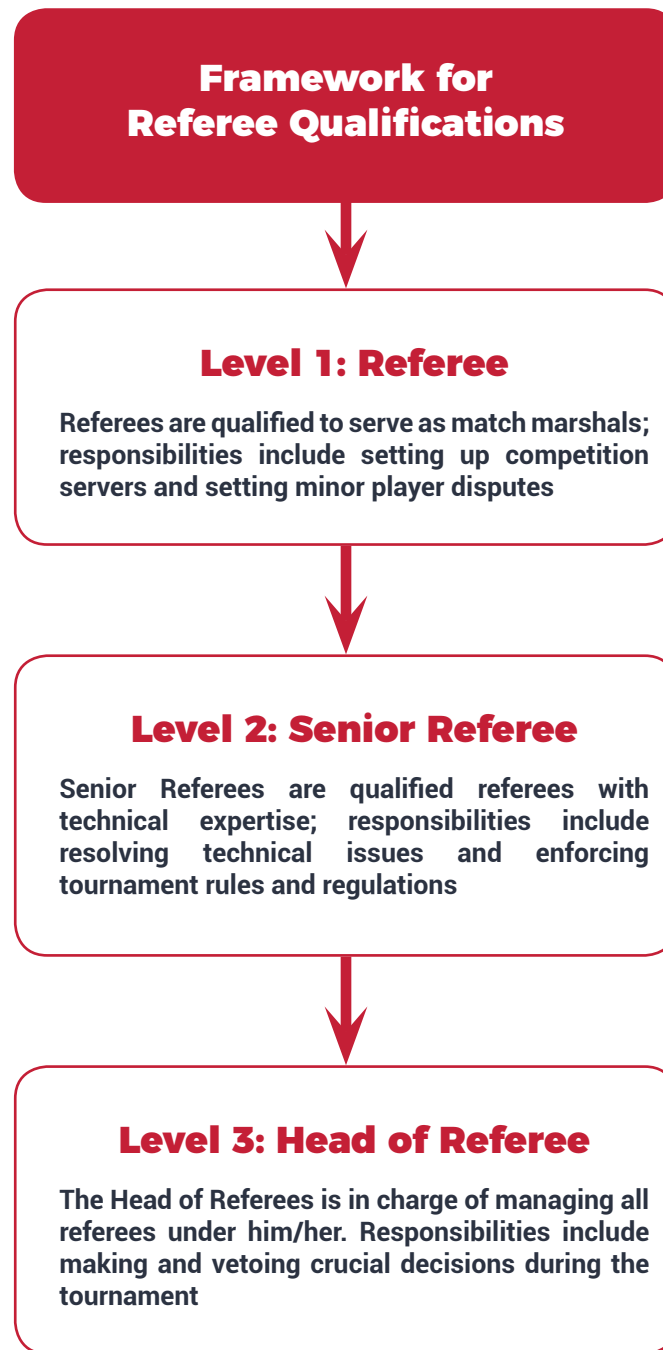


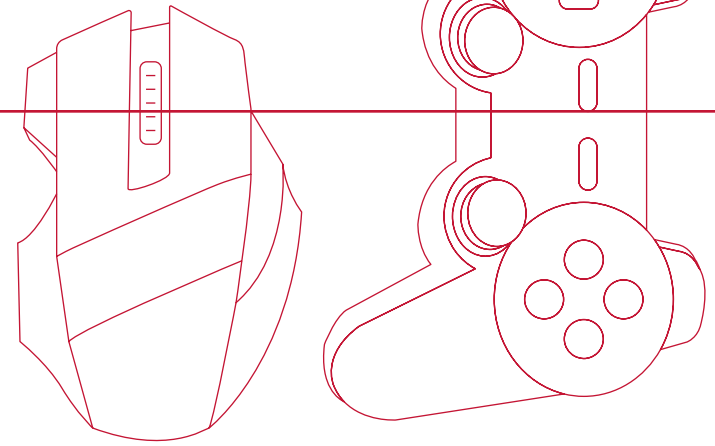
Diagram 12: Framework for Referee Qualifications+

By introducing this referee certification program, organisers can hire qualified referees with ease.



Segment Summary

Problem	Solution	Outcome
<p>Lack of provisions for athlete's licenses, as well as resources for esports support staff. Most esports athletes also do not have a proper support structure and international exposure to further their potential. No esports athletes and referee licensing program. No national selection and high performance program. Lack of recognition and awards for esports industry.</p>	<p>Short-term (2020-2021): Create athlete licenses and database and standard rules and regulations across all states. Implement a state and national athlete selection program as well as plan out training modules.</p> <p>Mid-term (2020-2023): Implement a referee certification program as well as an esports support staff program.</p> <p>Long-term (2020-2025): Implement the national esports high performance program and introduce awards to recognise esports excellence.</p>	<p>Systematic national athletes selection process to represent our country and give due recognitions; with a proper High-performance training module in place to improve for esports excellence.</p>



5.2 LICENSED ESPORTS TRAINING CENTRES AND STADIUMS NATIONWIDE

There are over 1,000 cybercafés and console centres in Malaysia providing affordable access to gaming PCs and consoles. They have been supporting the grassroots development of esports for many years. Guidelines should be set up to encourage cybercafés and console centres to upgrade into licensed esports training centres. The initiative will negate the biases and negative perceptions towards cybercafés and gaming, thereby ensuring continuous cheap access to gaming PCs for esports training and tournaments.

High standards and investment requirements for esports training centres should be set so that operators will be discouraged from flouting the law and encouraged to abide by the rules and regulations. The image of healthy gaming and esports premises should be maintained in tandem with the National Esports Initiative. The state and PBT (Pihak Berkuasa Tempatan) are to issue premise licenses based on guidelines set by the Federal Government.

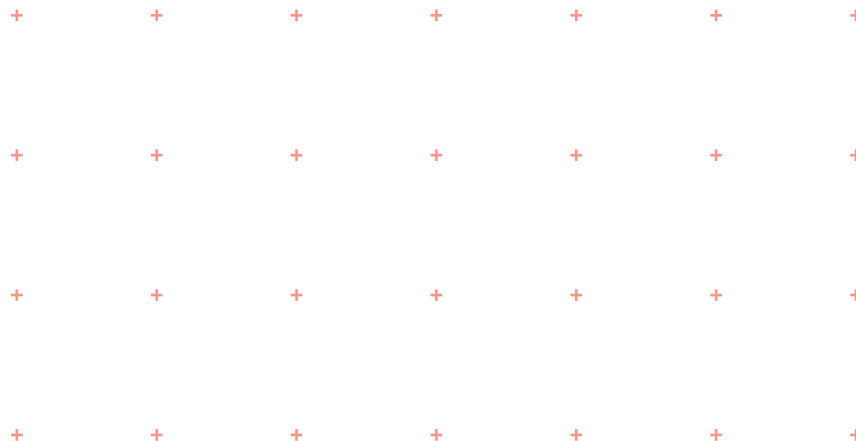
There are a few cybercafés who face difficulties in registering their licenses and operating their premises; this is due to lack of regulations and requirements set by the local authorities. This can be handled by standardising the regulations, licensing requirements, and proper guidelines for cybercafés across Malaysia.

By legalising the establishment of cybercafés, it can increase the participation of local youths in the esports scene. Esports centres that have received proper approval and licensing from the local authorities can benefit by receiving support from parents.

Esports Activity Guidelines

High standards and investment requirements for esports training centres should be set so that operators will be discouraged from flouting the law and encouraged them to abide by the rules and regulations. The image of healthy gaming and esports premises should be maintained in tandem with the KBS Strategic Plan for Esports Development. The state and Pihak Berkuasa Tempatan (PBT) should issue premise licenses following the guidelines set by Federal Government.

To differentiate between regular cybercafés and sanctioned esports centres, standard guidelines will be drawn to help PBT differentiate the two.



Esports Training Centres	Cybercafés
Focuses on competitive esports titles	Focuses on popular gaming titles
Carries all the approved esports titles	May or may not carry all approved esports titles
No charges for usage of PCs/Consoles	Usage of PCs/Consoles are charged per hour/package
Operating hours: 9am - 8pm	Operating hours: Varies - midnight
Vice activities such as smoking, gambling, pornography are strictly prohibited	Vice activities are discouraged but rules are generally not enforced
Minors must be accompanied by a parent or legal guardian	No enforced rules regarding supervision of minors

Diagram 13: Differences between esports training centres and cybercafés

Provided Licenses to Qualified Individuals Only

Individuals must be qualified to establish esports training centres. These individuals are required to obtain certifications by attending classes or courses by ESM that identifies them as a qualified esports expert. KPKT can then refer to the database from KBS to verify each individual's qualifications before approving permits for them to carry out developments on these training centres.

The reason for implementing necessary certifications is to ensure that third-parties who are developing training centres are taking the correct path and adhering to the standards set out by the guidelines - the issue of individuals opening gambling dens under the guise of esports training centres has previously been raised by PBT and is a valid cause for concern.

List of Esports Titles and Facility Requirements

Since most competitive games depend on current esports trends, ESM will collate an updated list of esports titles for KPKT's reference. This list is to help standardise criteria and ensure that training centres provide the most relevant esports titles and games that have a wide pool of participating esports athletes.

This also prevents irresponsible third-parties from abusing training centres for personal interest by installing gambling games instead of the designated esports titles. Do note however, that these game titles can be changed from time to time to keep up with current esports trends.

Approved Esports Titles

- Dota 2
- Counter-Strike: Global Offensive (CS:GO)
- FIFA
- Pro Evolution Soccer
- Tekken
- Overwatch
- PlayerUnknown's Battlegrounds (PUBG)
- Mobile Legends: Bang Bang (MLBB)
- Arena of Valor (AOV)
- League of Legends
- Hearthstone
- Starcraft II
- Formula 1

*Approved esports titles are subject to change according to current competitive esports trends



Diagram 14: Approved Esports Titles

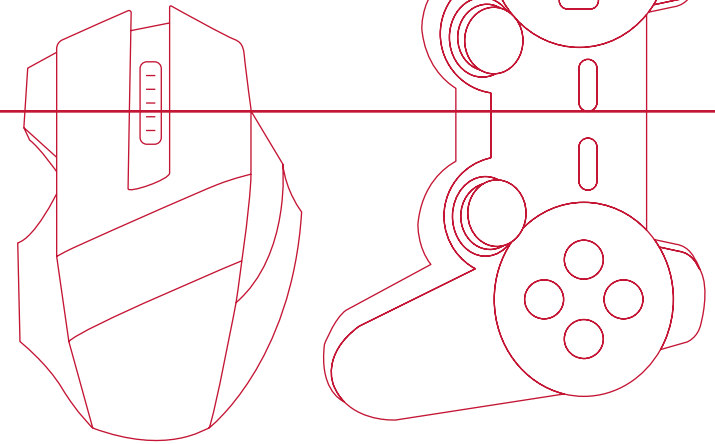
Facility requirements are similar to cybercafés, but specialise in esports development instead. In comparison, cybercafés are more for generating income and entertaining public audiences instead of hosting professional esports athletes.





Segment Summary

Problem	Solution	Outcome
<p>Cybercafé in Malaysia have a negative image often associated with gambling, pornography and underage patrons. There are no licensing guideline for esports training centres and its distinction and differentiation from cybercafé that allow aspiring esports athletes to focus on their craft.</p>	<p>Short-term (2020-2021): Develop standardised guidelines to license and regulate sports training centre guidelines</p>	<p>Licensed esports training centres that complied with the law and regulations, thus reducing illegal activities and improving the image of esports.</p>



5.3 ESPORTS DEVELOPMENT ACT

Esports in Malaysia has seen tremendous growth over the years, with international tournaments such as WESG, KL Major, and ESL being held in Malaysia. With the rise of esports in Malaysia, its growth nurtured in the right direction. Esports has already been recognised as a form of sports and will be competed in the 2019 SEA Games and the 2022 Asian Games.

Even though esports is now recognised as a sport in the global scene, there is still no dedicated Esports Development Act as esports is still grouped under the Sports Development Act 1997. In order to help safekeep and regulate the esports scene in Malaysia, there must be a dedicated Act for esports. It will also ensure the development of esports can be more focus-driven towards the community and industry players.

By recognising esports under the Esports Development Act, it can convince stakeholders that the Malaysian government is open to idea of esports development and is ready to make changes for the betterment of esports, thus easing stakeholders to operate and conduct esports businesses in Malaysia. The development of esports can finally be matched with traditional sports like football, rugby, and swimming.

In doing so, schools will establish esports clubs, SUKMA will offer esports as a medal tally event, and more international esports events will express interest in hosting more international events in Malaysia - one of the first few countries who recognises esports in law and governance.

This Act should be benchmarked against Acts from countries where esports is much more advanced, such as Korea. For reference, Korea's Act on Promotion of Esports states that it is "to serve to establish infrastructure for the culture and industry of esports, enhance competitiveness in esports, and contribute to increasing people's opportunities to enjoy leisure time with esports and the robust development of the national economy by providing for matters necessary to promote esports."

+ + + + + + +

+ + + + + + +

+ + + + + + +

+ + + + + + +

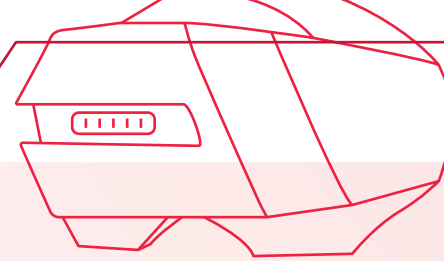
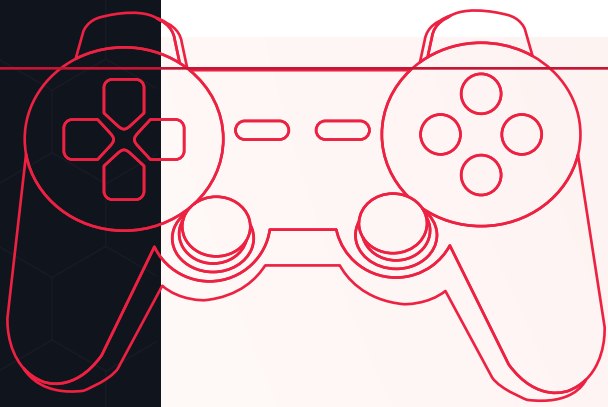


Segment Summary

Problem	Solution	Outcome
<p>There is no dedicated law to govern esports as esports is currently covered under the Sports Development Act 1997.</p>	<p>Short-term (2020-2021): Research and consultations on proposed Esports and Gaming Development Act.</p> <p>Mid-term (2020-2023): Draft the Esports and Gaming Development Act.</p> <p>Long-term (2020-2025): Tabling of the Esports and Gaming Development Act in parliament.</p>	<p>A dedicated Esports and Game Development Act for Malaysia which covers the definition of esports, addresses game addiction, cheating, doping, and match fixing. Licensed esports training centres and real name registration for esports athletes to be implemented.</p>



CONCLUSION

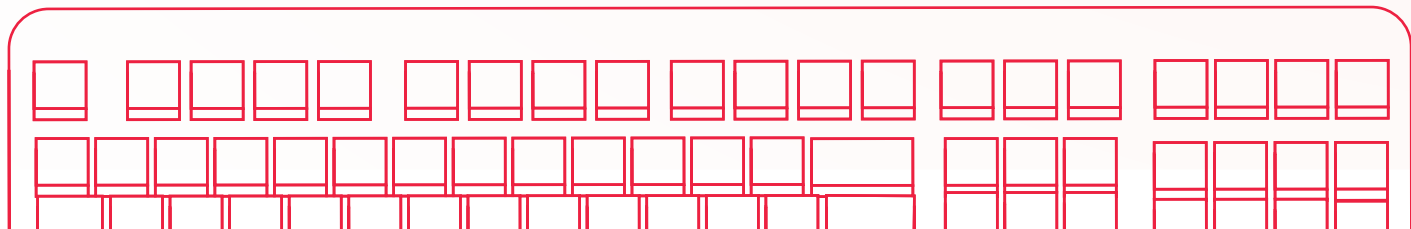


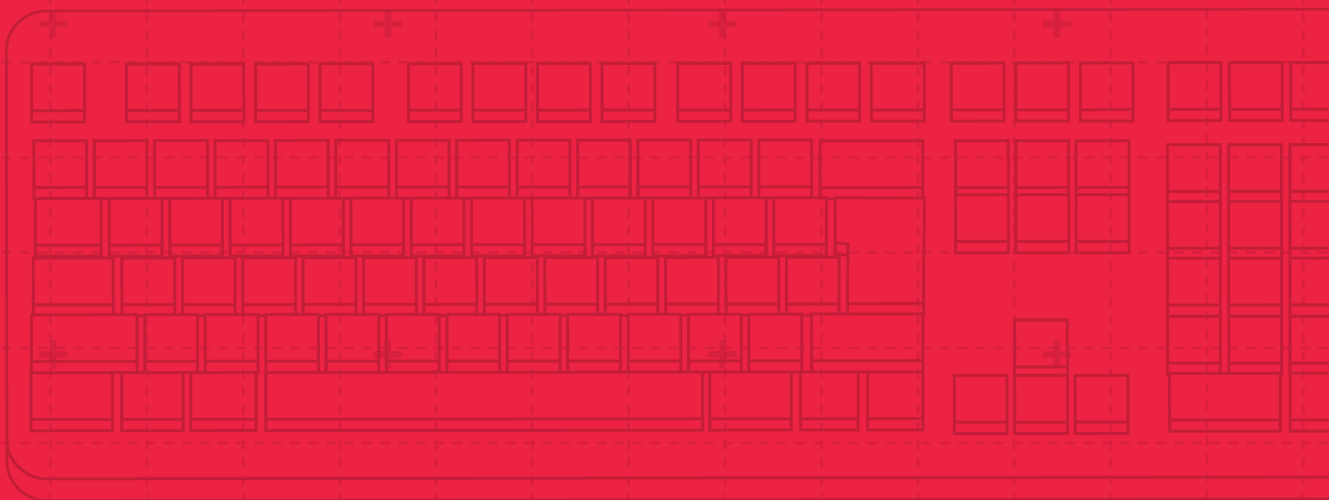
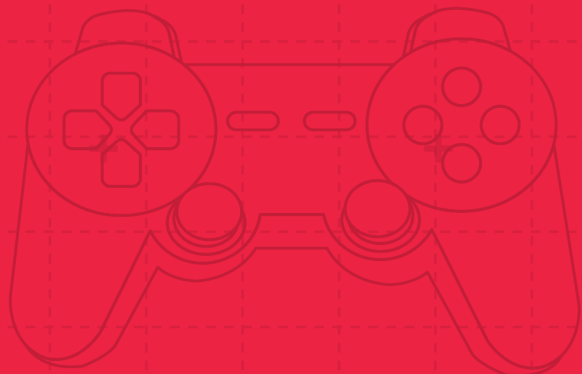
This Strategic Plan for Esports Development serves as a guide to regulate protocol within the industry and to prevent known issues from reoccurring, thus nurturing and expediting the growth of esports in Malaysia. It addresses the key points that should be focused on to meet the requirements and keep up with the growth of esports on a global scale.

Each strategy aims to tackle the development of esports at different levels, ensuring that Malaysian esports is nurtured from the ground up in a holistic manner.

- **Strategy 1** prepares Malaysian esports athletes to compete professionally at an international level
- **Strategy 2** addresses ethics in esports to create a professional, responsible, and healthy community
- **Strategy 3** develops local esports infrastructure to maintain Malaysian esports leadership in Southeast Asia
- **Strategy 4** builds the foundation for a sustainable esports ecosystem to foster continuous growth in the long run
- **Strategy 5** institutes good law and governance to standardise and monitor the development of esports on a national scale

By implementing the strategies above, esports in Malaysia will experience tremendous growth and strengthen our position as the leading esports hub in Southeast Asia. While esports has been growing for the past 10 years, it is still considered a young industry with immense potentials. Together, with the assistance of fellow citizens and government agencies, we can bring esports into the mainstream and be a nation that embraces the unstoppable phenomena that is esports.





Published by:
MINISTRY OF YOUTH AND SPORTS
DIVISION OF POLICY AND STRATEGIC

No 27, Persiaran Perdana, Precinct 4
Pusat Pentadbiran Kerajaan Persekutuan
62570 Putrajaya

 03 8871 3221  03 8888 8763

www.kbs.gov.my