

2023

ESPORTS WALES

YEAR END REPORT

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YEAR END REVIEW

We have to say it was always going to be hard to top 2022 but we have made some great progress this year, and year end is always a place for us to reflect on our achievements that we made together in 2023 and share some of the projects planned for 2024.

There have been many highlights for esports in Wales this year. we proudly initiated the eagerly awaited third season of the Welsh Esports League. This marked a significant milestone in our commitment to nurturing and promoting esports talent in Wales. The league has become a vibrant platform for local esports enthusiasts to showcase their skills, and we're excited to witness the talent that emerges in the coming months.

One of our proudest accomplishments was our continued support in the creation and development of 10 esports teams based in Wales. These teams represent the future of Welsh esports and are contributing to the growth and recognition of our community on a global scale.

Our Welsh Masters and Media Day was a resounding success, bringing together teams to compete in various games, including CSGO, CSGO Women's, Dota 2, Efootball, and Tekken. Notably, we're thrilled to announce that national players were selected to represent Team GB in Efootball and Rocket League, a testament to the caliber of talent within our ranks.

It has been truly amazing to witness the remarkable success of our college and school teams in the British Esports Champs. Seeing Gower College Swansea emerge as the champions in the Overwatch 2 category was a moment of immense pride and joy for all of us. It exemplifies the dedication, skill, and hard work that these young talents have poured into their esports

endeavors. This victory not only highlights their exceptional abilities but also serves as an inspiration to all aspiring esports enthusiasts in Wales. We look forward to seeing more incredible achievements from these promising teams in the future, as they continue to elevate the profile of Welsh esports on the national stage.

Our journey to the IESF World Esports Championships in Iasi, Romania, was a testament to the talent and determination of our Tekken and Efootball players. Representing the national team on the global stage, they faced fierce competition from across the world, showcasing their skills and passion for esports. It is with immense pride that we announce their impressive achievement, with our Efootball players reaching the prestigious top 64 in the world. Our Efootball player Cerith Dennis also headed to Porto in Portugal to play in the EEF European Esports Championships.

In addition to our competitive efforts, we have also had the pleasure of collaborating with Media Cymru on a report to review the pathways of Esports within Wales. Looking ahead to 2024, we have exciting plans in store. We will be counting to develop the Welsh Esports League, the Welsh Masters, and will continue to participate in international esports events. We also look to continue to improve the pathways and hub development.

On behalf of the staff at Esports Wales, I would like to express our gratitude for your support and to wish you a successful and enjoyable year in 2024. Good luck and have fun!

Sincerely,
Director of Esports Wales
John Jackson



OUR MISSION

At Esports Wales, our mission is to cultivate a thriving esports ecosystem in Wales that promotes inclusivity, drives excellence, and empowers individuals. We are dedicated to supporting competitive gaming from the grassroots to the professional level, while increasing awareness and elevating the standard of Welsh esports.

Through our initiatives, we aim to provide opportunities for esports talent in Wales to be scouted by professional teams, both nationally and internationally. By hosting and sponsoring tournaments nationwide, with a strong focus on Welsh participants, we create platforms for aspiring esports athletes to showcase their skills and compete at the highest level.

We are committed to fostering a supportive and inclusive gaming community, where gamers of all backgrounds can come together, share their passion, and grow together. By promoting fair play, respect, and positive interactions, we create an environment that nurtures personal development, camaraderie, and friendships.

Esports Wales strives to be at the forefront of industry trends, technologies, and innovation. Through educational initiatives, coaching programs, and workshops, we empower individuals to enhance their skills, understand the esports landscape, and pursue fulfilling careers in this dynamic field.

Our ultimate goal is to position Wales as a leading destination for esports, renowned for its talented gamers, supportive infrastructure, and vibrant community. By embracing our mission, we aim to make a lasting impact on the esports industry in Wales, driving economic

growth, inspiring individuals, and fostering a sense of belonging and achievement within the gaming community.

OUR WORK

This year has been marked by significant developments, including the establishment of the Esports Wales Academy Program and the expansion of the Welsh Esports League and Hub system. Research has been undertaken to find best way to improve the pathways in Wales. These initiatives have played a pivotal role in fostering talent, driving community engagement, and solidifying Wales's position within the esports industry.

- ▣ Esports Wales Academy Program:

The introduction of the Esports Wales Academy Program stands as a major achievement in our commitment to talent development. The program provides aspiring esports players with structured training, coaching, and mentorship opportunities, empowering them to reach their full potential. Throughout the year, the Academy Program has nurtured and honed the skills of numerous young talents working with strong partnerships with Cardiff Youth, and Greenhill.

- ▣ Welsh Esports League:

The Welsh Esports League has experienced significant growth and evolution, emerging as a thriving platform for competitive gameplay. The league now encompasses a broader range of game titles and genres, catering to diverse interests and attracting a larger participant base. The introduction of the hub system has fostered community engagement, enabling local players to connect, compete, and forge meaningful connections. There is still further development of the hub to strongly support the scene in Wales.

▣ Community Engagement and Outreach:

Esports Wales has actively engaged with educational institutions, establishing partnerships to promote esports curricula and qualifications such as BTECs and UALs. Our presence at schools and colleges has helped create awareness about the opportunities within the esports industry, encouraging students to pursue their passion and build careers in this dynamic field. Through workshops, forums, and events, we have continued to build a vibrant and inclusive community where esports enthusiasts can connect and learn from one another.

▣ Collaboration and Partnerships:

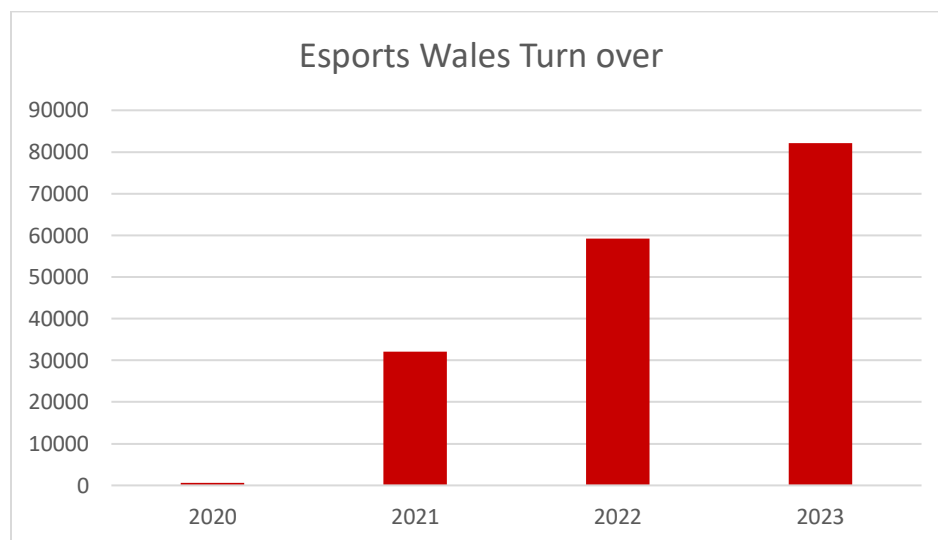
We have forged strategic collaborations and partnerships with renowned brands, educational institutions, and other stakeholders within the esports ecosystem. These partnerships such as Ogi Wales, prevent contributed to the growth and sustainability of our initiatives, enabling us to deliver high-quality programs, secure resources, and broaden our reach. The support and engagement from our partners have been invaluable in driving the success of Esports Wales.





FINANCIALS

Over the past four years, the esports industry in Wales has experienced a remarkable increase in turnover, indicating a growing trend and a promising future for the sector. This surge in turnover can be attributed to several factors, including the rising popularity of esports globally and the concerted efforts made by Wales to develop its esports ecosystem.



Year after year, the turnover of esports in Wales has been steadily climbing, showcasing the industry's robust growth. The increasing number of esports tournaments, both domestic and international, hosted in Wales has played a significant role in attracting attention and fostering growth. These events have brought in professional teams, players, and enthusiasts from around the world, contributing to the overall turnover of the industry.

Furthermore, Wales has recognized the potential of esports as a lucrative industry and has actively taken steps to support its growth areas. The government and relevant stakeholders have collaborated to create a favourable environment for esports development, including

investing in infrastructure, organizing training programs, and establishing partnerships with educational institutions.

SUMMARY				
Cash	2023	2022	2021	2020
Trading Income	82175.16	59253.69	32031.33	<u>669.82</u>
Cost of Sales	57514.19	10132.09	9273.63	730.00
Operating Expenses	36094.17	34936.00	15167.26	2650.46
Net Profit	21420.02	14185.60	7590.44	-2710.64

In addition to the growth of traditional esports events, Wales has been exploring innovative avenues to bring in more revenue. This includes capitalizing on the increasing viewership and engagement in esports through digital platforms and streaming services. By monetising content creation like FAW has with Red Wall+, advertising, and sponsorship opportunities, esports in Wales can tap into additional revenue streams to support its growth and sustain the industry's expansion.

Looking ahead, Wales is in a development stage, actively seeking ways to bring in more revenue and create a sustainable esports industry in Wales. This may involve collaborations with local businesses, attracting international investors, and nurturing local talent to compete at the highest levels.

WHATS AHEAD

Looking ahead, Esports Wales has an exciting roadmap for the upcoming year. Here are some of the key initiatives and focus areas that we plan to undertake:

Expansion of Esports Wales Academy Program: We will continue to enhance and expand our Esports Wales Academy Program, offering comprehensive training, coaching, and mentorship opportunities to aspiring esports players. Our aim is to foster the growth of talent and provide a pathway for promising individuals to pursue successful careers in esports.



Delivery completed with Princes Trust in Cardiff.

Hub Development: Building upon the success of the Welsh Esports League, we will further develop and refine the league structure, ensuring a seamless and engaging experience for participants. We plan to introduce new game titles, implement innovative formats, and expand the reach of the tournaments across more regions in Wales.

Education Partnerships: We will strengthen our collaborations with educational institutions, working closely with schools, colleges, and universities to promote esports qualifications and integrate esports curricula. By offering educational pathways and resources, we aim to support students in pursuing their passion for esports while acquiring valuable skills and knowledge.

Grassroots Engagement: We will continue to prioritize grassroots engagement and community initiatives, organizing local tournaments, workshops, and events to connect with esports enthusiasts at all levels. These activities aim to foster a sense of community, provide opportunities for skill development, and promote inclusivity within the esports ecosystem.

Professional Competitions and Showcases: We plan to host high-profile esports competitions, inviting top players and teams to showcase their skills and compete for prestigious titles. These events will not only attract a large audience but also elevate the profile of Welsh esports talent on the national and international stage.

Industry Collaboration and Networking: We will actively seek collaborations with industry stakeholders, brands, and organizations to foster partnerships that can benefit the esports community. By connecting players, teams, sponsors, and industry professionals, we aim to create opportunities for growth, innovation, and collaboration within the esports industry.

Outreach and Public Awareness: Esports Wales will continue to raise public awareness about the benefits and opportunities offered by esports. Through media engagement, community outreach programs, and educational campaigns, we aim to challenge stereotypes, promote

esports as a legitimate career path, and encourage inclusivity and diversity within the esports community.

Certification: Creation of a certification program for Esports in Wales. To help professionalise the industry and help improve the pathways for people in Wales.

These are just a few highlights of what lies ahead for Esports Wales in the coming year. We remain committed to our mission and look forward to making a significant impact on the esports landscape in Wales, empowering individuals, and advancing the industry.

THIS IS OUR GAME
THIS IS **ESPORTS WALES**

#REPTHE DRAGON