

Esport Spectability Analysis

Overwatch



Gameplay elements

Players (6v6)	Maps	Objectives	Heroes	Roles
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Appealing

Graphics	Polished, stylized. Immediately perceivable
Characters Environment	Immediate purpose reading



HUD	Health Abilities & Ultimate Aim trigger Damage dealt Hit marker Cooldowns
Colours	Bright palette High contrast characters colours Colours themed teams in tournaments (spectator)
VFX	Status notifications (Anticipation) related to playability and effects (VFX & Quotes)
Camera	First person camera for players
	Free camera navigation in spectator mode
Sound	Environment related continuous original soundtracks
FX	Status and Narrative related Quotes
Physics	Realistic physics



Harming

Health harming	Painful	Distracting
Sudden camera tilt	Bright colours Sudden colours switch	Fast paced Multiple targets to focus on
Intermediate harming	Barely painful	Very distracting

Target Audience

Culture	FPS and competitive tournaments enthusiasts		
	Blizzard Entertainment audience culture through history		
Background	Casual players	Hardcore players & professionals	Cosplayers

Understandability - Low

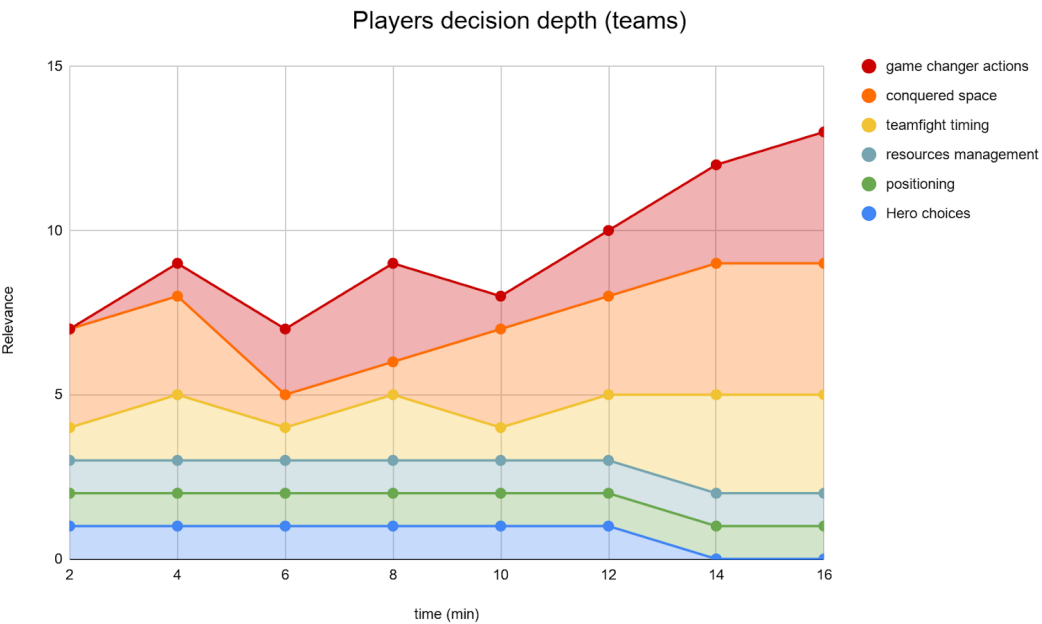
	Predictable	Unpredictable
Players	Roster	Injuries & Disqualify
Roles	Counter pick	Mistakes (overextend punishments)
Heroes	Role based specific counter hero	Exact players choice (Hero counter)
Maps	Objective locations	Players positioning
	Required time to trigger and contest overtime	Teams space management
Audience	Objective steal attempt (C9)	Objective stealing outcome

Entrance point - High

	Required	Deducible
Gameplay Understandability	Game rules knowledge	Heroes roles
	Heroes knowledge	Heroes counters (flying vs hitscan)
	Maps knowledge	High APM tendency heroes (Genji, Doomfist)
	Combinations knowledge	Heroes combinations tendencies
Long term gameplay events	Available objective time leftover	Respawn and contesting required time
Short term gameplay events	Heroes positions tendencies	Ultimate abilities opportunity windows
	Good to know	
Lore	Heroes background & Narrative plots	

Pace

Player decision depth



Player decision depth

Heroes choice
(real time strategy swap)

Heroes counters

Players positioning

Resources management

- Shields
- Cooldowns
- Heals
- Health

Teamfight timing

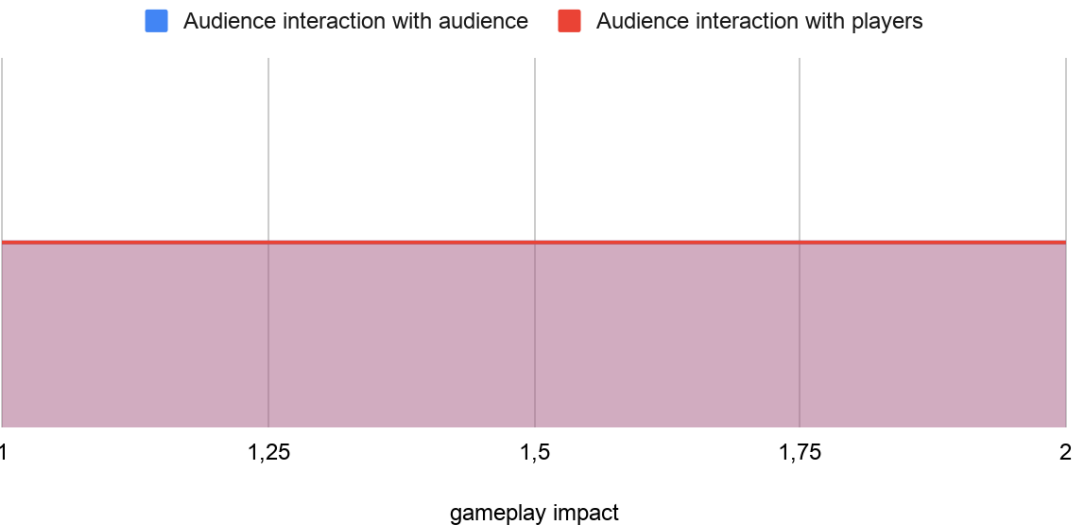
Ultimate ability management

Conquered space
(teamfights)

Game - changer actions

Audience decision depth

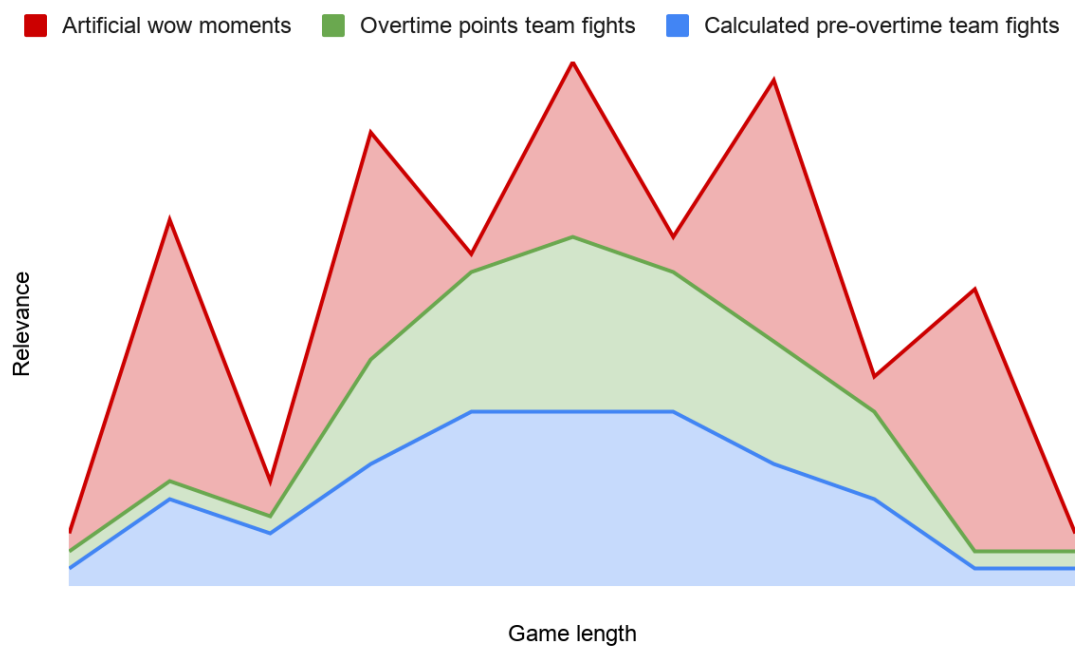
Audience interaction with audience e Audience interaction with players



Audience decision depth

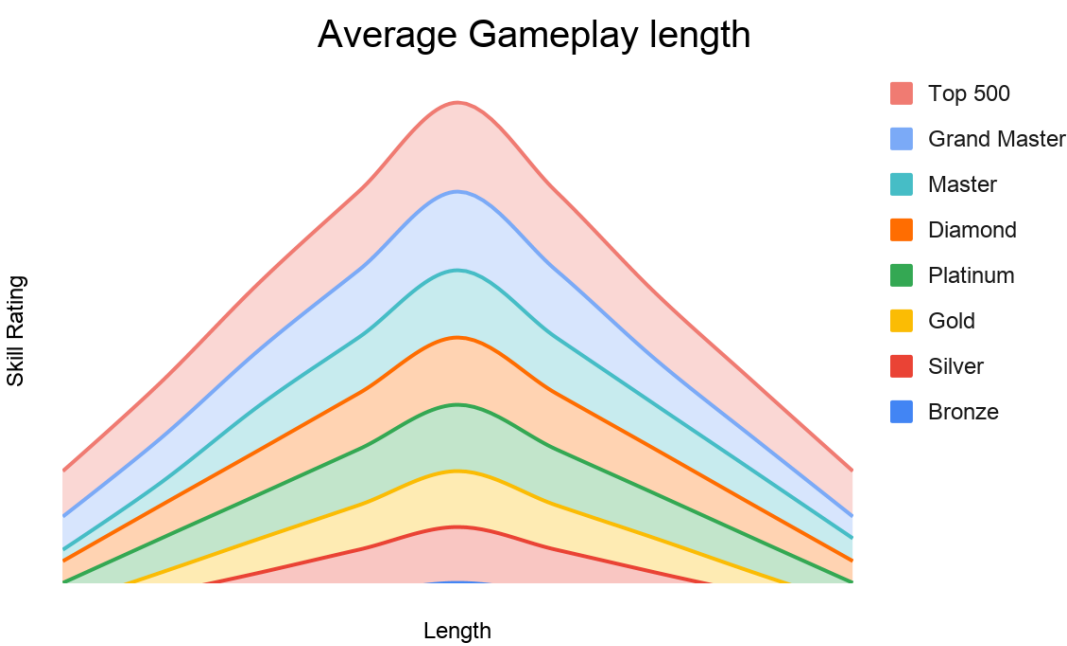
Cheering / Supporting

Wow Moments



Wow moments
Events related relevances:
Overtime point team fights
Calculated pre-overtime team fights
Artificial wow moments (game changer actions)

Lenght



Events related relevances
Length (average skill rating match)
Bronze
Silver
Gold
Platinum
Diamond
Master
Grand Master
Top 500

Engage

Audience Interactions with audience	Stadium audience interactions			
	Streamers channels			
	Official channels streaming platforms			
Social habit between audience	Performances sharing on social media platforms			
	Average toxicity level	Quick Play	Competitive	Tournament & League
Pervasivity tool	Overwatch Workshop			

Interactivity

Audience Interactions with players	
League	No interactions
Tournaments	Streaming platforms chat & on-location audience during breaks
Streaming	Streaming chat: Written and visual communications

Users

Participation elements	
Heroes	Heroes do audio reports when using ultimate abilities and " being on fire "
	Heroes minor interactions with other heroes and maps
Casters	Constant report of relevant gameplay happenings through well known channels
Pro & Famous players	Personal interpretation and gameplay related informations sharing

Length

Average gameplay length		
Quick Play match	Unbalanced matchmaking	Balanced matchmaking
	1,5 - 5 minutes	5 - 15 minutes
Custom Game match	Premade teams members	Casual teams members
	5 - 60 minutes	5 - 10 minutes
Competitive Game match	Average gameplay length based on players skills divided by categories	
Bronze - Gold match	Unbalanced matchmaking	Balanced matchmaking
	5 - 10 minutes	
Gold - Diamond match	Unbalanced matchmaking	Balanced matchmaking
	5 - 10 minutes	8 - 10 minutes
Diamond - Master match	Unbalanced matchmaking	Balanced matchmaking
	2,5 - 10 minutes	5 - 10 minutes

Grand Master match	Balanced matchmaking	
	10 - 30 minutes	
Top 500 match	Balanced matchmaking	
	15 - 30 minutes	
Tournament match	Unbalanced matchmaking	Balanced matchmaking
	1,5 - 3 minutes	10 - 25 minutes
League match	Balanced matchmaking	
	15 - 30 minutes	

Conclusion

Influence

- The [community](#) is very active and spread worldwide
- Pro players and [streamers](#) are considered the most influential people on the web
- [Overwatch Contenders](#) and [other official tournaments](#) let all the best players to have a chance to become professionals through the competitive scene
- [Overwatch League](#) is the official E-sport championship. It's the most valued and followed series with the highest notoriety and economic potential for either players, sponsors and investing companies
- [Overwatch world cup](#) is the most iconic event that attract spectators from all over the world
- Well known [community members](#) and [actors](#) have proven to be influential also for charity purposes
- [Social initiatives](#) and [collaborations with famous brands](#) contribute to raise people participation

Retention (E-sport)

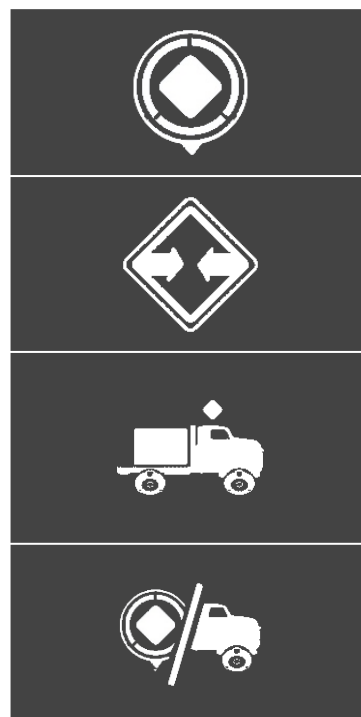
Game modes slightly influence the duration

[Assault](#)

[Control](#)

[Escort](#)

[Hybrid](#)



- The duration of a match influences the audience involvement phases
- [Players performances](#) originate pace variations, therefore [wow moments and crowd reactions](#)
- Pace variations and stage breaks affect how viewers pay attention to the game

Data according to march 2020

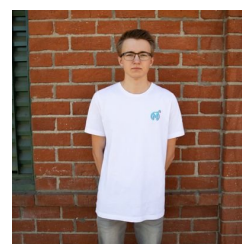
Top 500 players



[PogChamp](#) (Dafran)



[MirroR](#)



[Epzz](#)

Top 3 streamers



[AnneMunition](#)

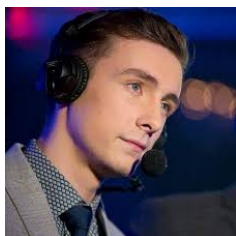


[Dafran](#)

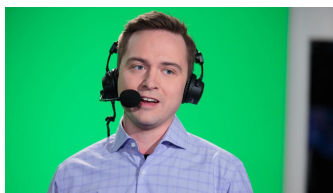


[Kephrii](#)

Most famous casters



[Jaws](#)



[Hexagrams](#)



[Herc](#) (ITA)

2020 Overwatch League teams roster

