First-of-its-kind Comprehensive University Program Implements **Esports Campuswide**

Ohio State offers opportunities for students from academics to competition

The Ohio State University Wexner Medical Center

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NEWS PACKAGE	
SUGGESTED TEASE ANCHOR LEAD	THERE WILL SOON BE A NEW COLLEGIATE SPORT TO CHEER FOR THAT IS QUICKLY GROWING IN POPULARITY. COMING UP, HOW ONE MAJOR UNIVERSITY IS EMBRACING E-SPORTS AND GAME STUDIES MAJORS.
(PACKAGE START)	MILLIONS OF VIEWERS TUNE IN TO WATCH VIDEO GAMING COMPETITIONS WORLDWIDE.¹ IT'S AN INDUSTRY THAT'S GROWING QUICKLY AND THE ACADEMIC COMMUNITY IS TAKING NOTICE. BARB CONSIGLIO HAS THE DETAILS ON HOW YOU MAY SOON BE CHEERING ON YOUR FAVORITE COLLEGE E-SPORTS TEAM.
CG: Courtesy: The Ohio State University Wexner Medical Center :00 - :03	(Nats - treadmill athletic test :02)
Shots of students playing esports Shots of students on campus	MORE THAN SEVENTY PERCENT OF STUDENTS UNDER THE AGE OF EIGHTEEN PLAY VIDEO GAMES. WHEN THEY HEAD TO COLLEGE, A NEW PROGRAM ALLOWS THEM TO INTEGRATE THEIR
	GAMING INTERESTS INTO EVERY ASPECT OF COLLEGIATE LIFE, FROM HOW THEY INTERACT ON CAMPUS TO THEIR ACADEMIC FOCUS. :14
Deborah Grzybowski, PhD The Ohio State University College of Engineering	"With Ohio State being a leader in engineering, in education, in research and medicine, in student life, it seems a natural fit." :12
Shots of Lucas in EEG testing, researchers reviewing data	THE OHIO STATE UNIVERSITY IS EMBRACING ELITE E-SPORTS ATHLETES, AND TO BETTER UNDERSTAND WHAT MAKES THEM TICK, RESEARCHERS AT OHIO STATE'S WEXNER MEDICAL CENTER ARE STUDYING ATHLETES LIKE LUCAS LUMBRA. :11
CG: Lucas Lumbra Esports athlete	"It's not something that's easy to do. You know, it's no

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CG: James Onate, PhD
The Ohio State University Wexner
Medical Center

easier to do than any other professional sport.":06

"We're looking at their cognitive capabilities, some of their physical capabilities, some of their personalities and health behaviors." :05

Shots of Lucas in EEG testing

THE GOAL IS TO BETTER UNDERSTAND THE RELATIONSHIPS BETWEEN THEIR BRAINS, BODIES AND BEHAVIORS – FROM QUICK REACTION TIMES TO RAPID DECISION-MAKING SKILLS, EXPLORING THE BEST WAYS TO KEEP THEM HEALTHY AND PERFORMING THEIR BEST. :12

Deborah Grzybowski (CG'd earlier)

"The research side really feeds the curriculum and other things, so it's really important to have those together." :06

Shots of students on campus and in class

NEW MAJORS IN GAME STUDIES WILL PROVIDE DIVERSE CAREER PATHS.

CLASSES WILL BE OFFERED ACROSS FIVE

CLASSES WILL BE OFFERED ACROSS FIVE COLLEGES ON ALL ASPECTS OF GAME STUDIES. :07

Deborah Grzybowski (CG'd earlier)

"Included in these paths will be the business side of esports, if you want to go into production of events, if you want to go into, also, the design of games.":11

Shots of Lucas playing video games at home

SOON, E-SPORTS ATHLETES WILL COMPETE AGAINST OTHER MAJOR UNIVERSITIES IN A LEAGUE COMMISSIONED BY THE ELECTRONIC GAMING FEDERATION, AND WILL PLAY IN A NEW STATE-OF-THE-ART E-SPORTS ARENA BUILT BY STUDENT LIFE. :11

Rendering of future esports facility

"People think about Ohio State and high performing athletics. The esports is just another piece to that puzzle." :05

James Onate (CG'd earlier)

THE MOST COMPREHENSIVE GAME STUDIES AND E-SPORTS PROGRAM TO DATE, IT'S AN OPPORTUNITY FOR STUDENTS TO TURN THEIR PASSIONS INTO BRIGHT FUTURES.

Shots of students playing video game at home

AT THE OHIO STATE UNIVERSITY, THIS IS BARB CONSIGLIO REPORTING.: 09

Shots of Lucas playing video game at home

OHIO STATE WILL BEGIN OFFERING SCHOLARSHIPS TO EXEMPLARY E-SPORTS ATHLETES, AND OTHER LARGE UNIVERSITIES ARE

EXPECTED TO FOLLOW SUIT AS COMPETITION

(PACKAGE END) ------

RAMPS UP.
THE RESEARCH GATHERED FROM THESE
ATHLETES WILL REACH FAR BEYOND E-SPORTS TO

THE MEDICAL FIELD, WHERE VIDEO GAMES AND

ANOHOR IAO

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VIRTUAL REALITY CAN BE USED IN AREAS SUCH AS INJURY REHAB AND STROKE RECOVERY.

SOCIAL MEDIA

Share it! Suggested tweet:

The esports industry is growing quickly and <a>OhioState is building a program to give students new competition and career opportunities. <a>http://bit.ly/20paUNB

Suggested post:

The world of esports is expanding - and fast. In its wake is an opportunity for universities like The Ohio State University to create a unique competitive structure for collegiate esports athletes. http://bit.ly/20paUNB

EXTRA BITES

Onate says esports is being studied like any other sport: "In an esport athlete we're going to look at cognitive flexibility, ability to maintain attention, focus, handling stress. So, it's the same model; it's just a different sport."

CG: James Onate, PhD
The Ohio State University Wexner
Medical Center

Onate lists questions that he hopes research will answer: "What are the areas that we really need to investigate? What are the profiles of the individuals? How can we train and enhance individuals? How can we keep them healthy for a longer period of time?"

Onate says Ohio State has developed a unique program: "Ohio State's uniquely situated to be able to do this with the academic campus that we have as a world leader in curriculum and curriculum design, the medical center and their sports medicine institute being able to lead the way in evaluating performance and healthy behaviors and then, of course, in the athletic competition world."

Grzybowski says the industry has informed new curriculum: "I have been listening to industry experts about what are their needs, where are their gaps, and those are things that we are addressing in our curriculum development."

Deborah Grzybowski, PhD The Ohio State University College of Engineering

Grzybowski describes the esports arena being built on campus: "This facility is going to have 80 plus seats for students to use. It's going to have the top-of-the-line equipment and virtual reality areas, some console games, kind of a little bit of everything for students to come and just play."

Grzybowski says esports will continue to grow: "Esports is here to stay. It's big, and it's growing, and it's going to continue to grow."

Lucas says more people are learning about esports: "People are becoming more familiar to the idea of esports athletes and stuff, and people are going to start to say,

CG: Lucas Lumbra Esports athlete

CG: Brandon Smith
The Ohio State University Office
of Student Life

like in high school, I want to be an esports athlete."

Lucas talks about the attributes and training of esports athletes: "They're doing their own training in their own way, and they, you know, might have much faster reaction time than the average person, you know, even someone who's playing other professional sports like baseball."

Lucas says esports athletes now have lucrative careers: "People who five, ten years ago might have been, 'I'm really good at this game. What do I do about that,' you know. Today, people are getting paid hundreds of thousands of dollars or more to play a game professionally."

Smith describes some features in the esports arena: "We will not only have a place for our teams to practice and compete, but it also encourages open gaming, virtual reality experiences and we will have our production studio built in, so the students have a chance to actually shoot and produce broadcasts from there."

Smith says the program gives students opportunities in esports: "We want to make sure that students have an opportunity to look at career opportunities through the production of the games, or maybe through team management. We also want to make sure they have a chance to be the best competitors they can be."

Smith describes the comprehensive nature of the program: "The research embodies more than just data analytics, it also includes some things in the medical field. The academic team is developing a brand new program that's interdisciplinary from the start. And from the competitive side, we really want to amplify what the student teams have already been doing, and move it from a student org focused program all the way to the top of the field."

References

¹The esports audience is escalating quickly, **Business Insider, March 20,2017**. Online: https://www.businessinsider.com/the-esports-audience-is-escalating-quickly-2017-3

²Newzoo: Global Esports Economy Will Reach \$905.6 Million in 2018 as Brand Investment Grows by 48%. **NewZoo**, **Feb. 21**, **2018.** Online:

https://newzoo.com/insights/articles/newzoo-global-esports-economy-will-reach-905-6-million-2018-brand-investment-grows-48/

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