Meeting Students Where They Are: E-Sports and Gamification

Dr. Jennifer Cowley
Provost and Vice President for Academic Affairs
University of North Texas
$138 Billion
Value of the Video Gaming Industry
74 Million Viewers
League of Legends Championship
31 Years Old
Average Age of an ESports Fan

52 Years Old
Average Age of a College Sports Fan

57 Years Old
Average Age of a Major League Baseball Fan

64 Years Old
Average Age of a PGA Fan
"We are building the plane as we fly it."

Jason Lake, Founder ComPlexity Esports
UNT Strategy

- Launch Varsity Esports
- Build Curriculum Integrating Esports
- Foster Industry Partnerships
#UNT Pride Fact: We were the first public university in Texas to launch a collegiate esports program and @UNTEsports is already rockin’ it.
Teams

Overwatch (first person shooter)
League of Legends (battle arena)
Heroes of the Storm (battle arena)
Hearthstone (strategy card game)
AMERICA’S TEAM. YOUR UNIVERSITY.

Proud Partner of the Dallas Cowboys

Est. 1890
SPORT ENTERTAINMENT MANAGEMENT
M.B.A. IN BUSINESS STUDIES
College of Music Project

Create Music Motifs for Avatars

Royalties for the IP

with NetDragon gaming company
Questions?