

NV-GCB-ETAC Hearing #2

July 18th 2022

— **GRID** - Official Data Value Chain

The Creation, Distribution and
Use of official data for wagering
on esports competitions

GRID

GRID.GG

Modern esports ecosystem graphic

Broadcast Mediums



Advertising

SPORTFIVE

HEAVEN MEDIA



Tournament Infrastructure



Teams



Publishers

ACTIVISION | BLIZZARD

RIOT GAMES | UBISOFT

KRAFTON

Hardware

SAMSUNG

HYPER



Betting

PINNACLE

BETMGM | bet365

RIVALRY

Entain

BOYDGAMING

Fantasy

FanClash

PRIZEPICKS

Media

GOSU GAMERS

HLTV

reddit

Tournament Organizers

PREMIER

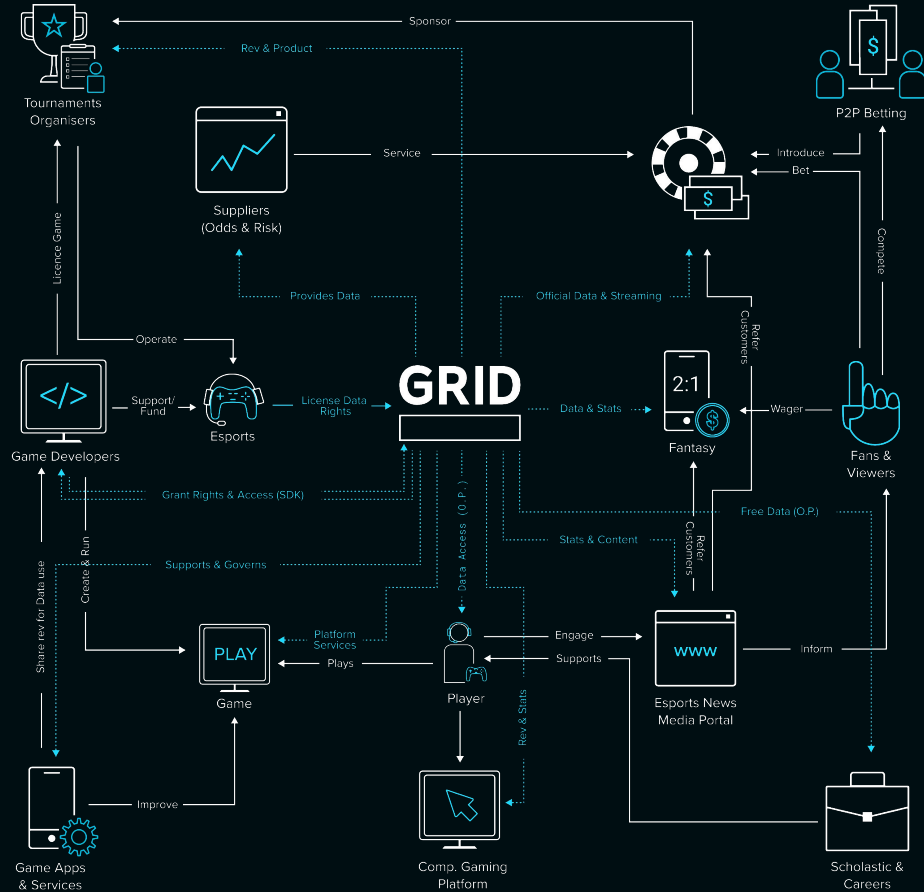
weplay esports

ESL

Ecosystem Map

The expansive ecosystem of esports is very multifaceted from a betting perspective.

However there is an underlying element that connects all the entities - data.



Unlike traditional sports, esports has a source of absolute truth embedded in server data. The sport is digital by nature.

The sport itself is the IP of the game developer.

A “super rights holder” that doesn't find its counterpart in traditional sports governs esports.

Official data is instantaneous and 100% accurate, providing a trustable source of information in a wagering context, ultimately protecting both bookmakers and bettors.

Rights holder sanctioned data is key in providing a safe, responsible and healthy esports betting ecosystem.

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— What is the role of official data in this vast ecosystem?

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Data is the key

A valuable, thriving ecosystem relies on data

Only official data enables true innovation & value



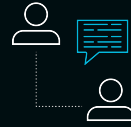
Official Data Assets



Value



Integrity



Storytelling



Broadcast Innovation



Coaching
Talent Scouting
Careers



Media



Empowered
Community



Fantasy,
Betting

WHO ARE WE?

GRID is the creator of the GRID Data Platform.

We work only with the official Right Holders and advocate for the usage of only official data in esports.

GRID was founded by industry experts with a background in esports, gaming, technology, and data monetization.

Headquartered in Germany, operates globally with 80+ staff in offices in the US, Europe, and Asia.



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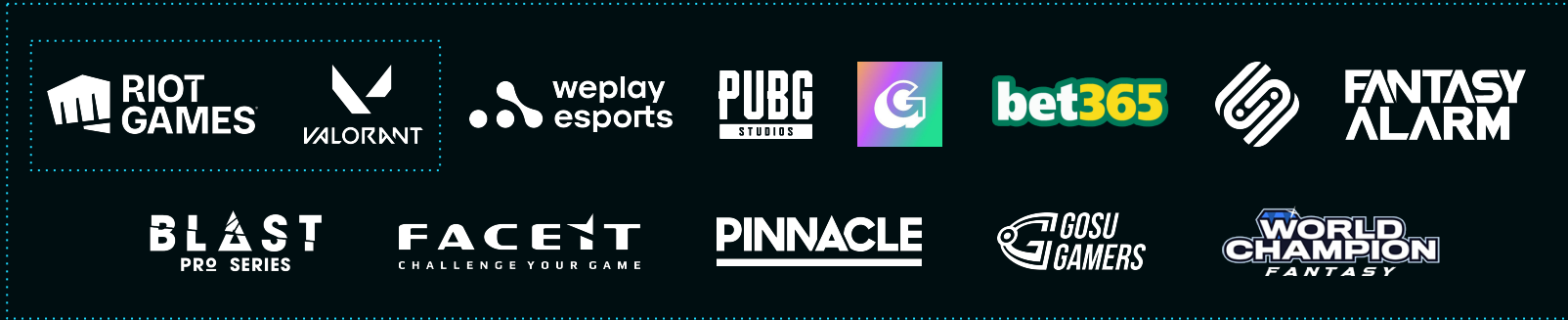


Game.Data.Platform

GRID is the trusted partner of some of the biggest names in game development and esports.

We put the rights holders first by exclusively handling officially licensed data assets.

GRID's business model and technology are focused exclusively on esports & gaming, uniquely designed to overcome challenges specific to this industry.





GRID Data Platform
Technology

GRID

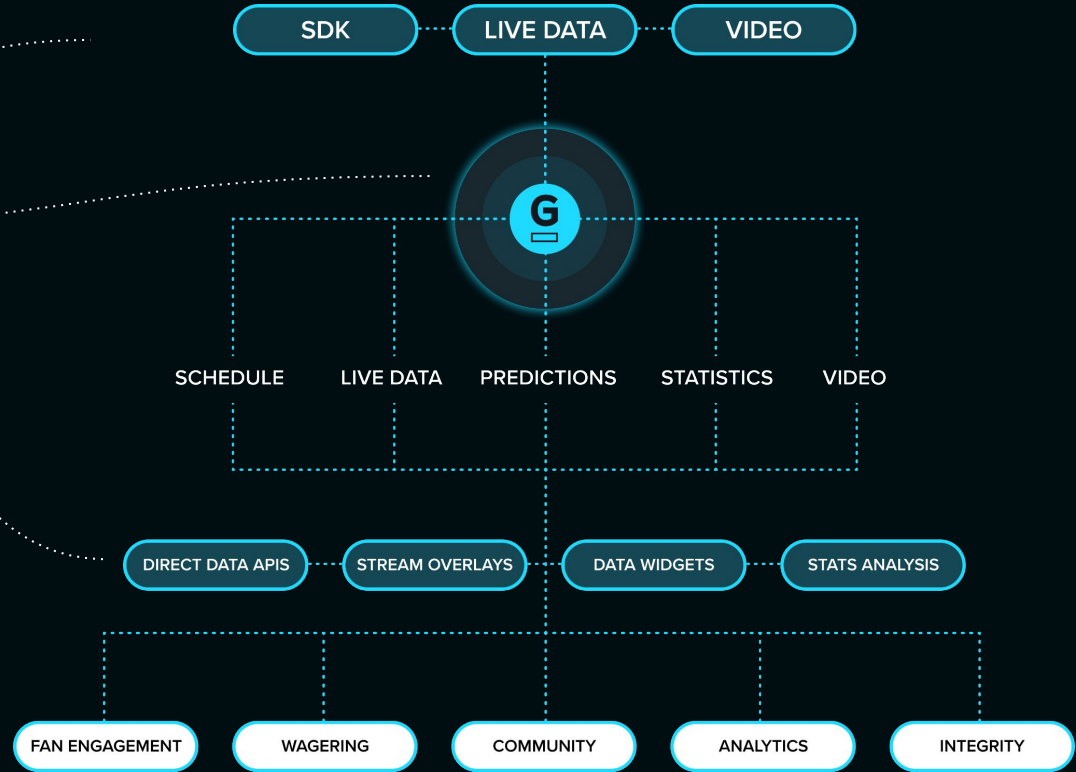
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Extraction

Processing

Distribution

Consumers



GRID Unique Game Title Agnostic Approach - the key to sustainable scalability in esports and gaming.

- Easy integration for Right Holders
- Unified data feed for Data Clients
- Facilitated data points unification across the titles



Map Schematic



Live Log

- 09:59:43 **Szper0** killed **PRImE**
- 09:59:43 **PONCZEK** killed **syeron0**
- 09:58:42 Freezetime ended
- 09:58:27 Freezetime started
- 09:58:27 Round 30 started
- 09:58:27 Round 29 ended
- 09:58:23 **Wisła Kraków** won Round 29
- 09:58:23 **hades--** defused the bomb
- 09:58:17 **hades--** defusing bomb with Kit
- 09:58:13 **hades--** killed **PRImE**
- 09:58:12 **PRImE** planted the bomb

Feed Viewer

BIG Academy 10 (1) x (1) 16 ALTERNATE aTTaX Anaty Invitational06.03.22 - 12:00

Events Transactions Search Clear

```

{
  "series-ended-game": { ... }
  "game-stopped-clock": { ... }
  "team-won-game": { ... }
  "game-ended-round": { ... }
  "team-won-round": { ... }
  "player-killed-player": { ... }
  "player-damaged-player": {
    "id": "cddf0b56-c757-47db-8345-37900c718b95"
    "includesFullState": false
    "type": "player-damaged-player"
    "action": {
      "type": "player"
      "id": "76561198198570973"
      "stateDelta": { ... }
      "state": {
        "id": "76561198198570973"
        "name": "auzek"
        "teamId": "13"
        "side": "counter-terrorists"
        "game": {
          "id": "76561198198570973"
          "name": "auzek"
          "damageDealt": 2738
        }
        "round": {
          "id": "76561198198570973"
          "name": "auzek"
          "segmentType": "round"
          "damageDealt": 92
        }
      }
    }
    "action": "damaged"
    "target": { ... }
  }
}
    
```

MAD Lions

K-D NW EQ

Player	K-D	NW	EQ
MICHU	24-14	8.0K	5.5K
jL	17-19	10.7K	6.0K
TMB	16-16	4.6K	0K
b0rup	13-16	0K	4.5K
Buzz	17-14	8.8K	5.5K

— Why official data is the key?

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Official Data

Trusted
Accurate
Verifiable



Sanctioned by the super right holders.

Direct connection made to the server running the game.

Data is created in milliseconds and does not sacrifice granularity for speed

100% accurate data translated and delivered to clients in < 1 second end-to-end..

Non-esports server-side Example:

Stock Exchange of financial information.

Unlicensed Data

Unreliable
Not-approved
Inaccurate

Not approved by the right holders.

Collected via the external tools or manually - potential for man-made errors. Granularity limited by the field of view.

Data collected from the delayed, externally available sources - slow and inaccurate.

Highly-reliant on the 3rd party offering accessibility - prone to the data stream disruption and delays.

Non-esports OCR Example:


Price Comparison Website.

Only official data guarantees the integrity of the source, the match and the bet.

DATA RIGHTS CHAIN OF COMMAND

Rights: Data distribution contracts outline the rights holders' **intentions** with data. All official governance of tournaments comes from the super rights holder.

Right Holder in Esports

Game Developer/Publisher 

Mandate and licence to commercialisation of official data.

Technology to extract and process data for wagering purposes.

Licencing official data feeds & products

Official Data Supplier 

Part of the official, sanctioned esports

Data Consumers 

GRID Recommendation to the NVGCB-ETAC

1. Mandate the use of official data assets for data feeds/products that are used in a regulated wagering context.
2. Include professional esports competitions for which an official data solution is available for wagering within the portfolio of esports events that are legal for wagering/“whitelisted” by the governing body.

THANK YOU

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