

## Press Release

Vienna, 8 April 2020

### ACTIVE TOGETHER IN THE VIRTUAL SPORTS WORLD

AIT sees great potential in e-sports events and digital sporting events

Due to the current Corona measures, sporting events cannot be held at the moment, which is why the great potential of the digital gaming & entertainment sector is becoming clear right now. The field of e-sports offers interesting possibilities and is an exciting competition or entertainment alternative during the crisis. The Center for Technology Experience at the AIT has been active in this field for a long time and is developing various solutions and interaction strategies to involve viewers in digital sporting events. The experts are looking into the question of how positive experiences can be created.

#### **Spectator Experience brings the digital sports event to life**

"E-sports is a field with rapidly growing popularity, so it is currently very exciting to try out different forms of interaction and to create solutions for a positive spectator experience. Due to the current crisis situation, the topic of e-sports is becoming increasingly interesting for a broad audience," says Markus Murtinger, Head of Experience Business Transformation at AIT. Spectator Experience is about the interactive involvement of viewers. The aim is to involve people who are not on site together, but who are watching a video stream individually in front of their PCs, strongly in the event and to make the atmosphere tangible for them. Spectator Experience can be used in the field of e-sports as well as for sporting events, concerts, or conferences. "At AIT, we have been working on design strategies and solutions to create a positive spectator experience for a long time," says Markus Murtinger and adds: "Thanks to our experience in the field of gaming, e-sports and spectator experience, we can support companies, associations and organisations in setting up a strategy and in the concrete implementation.

#### **The focus is on the positive experience of the viewers**

For the experts at AIT, the main questions in the gaming & entertainment sector are how new target groups can be developed, what the audience expects from a virtual e-sports event and how the e-sports theme must be designed for different channels (e.g. on TV, as a digital platform, etc.) so that it is also accepted by the target group. "Of course, the question of how we can evaluate the viewer data and what insights can be gained from it is also interesting for us. It is important for us to involve the current community," says Simone Kriglstein, AIT Game Experience Expert. The ultimate goal is to involve the viewers directly in the action and thus increase the perceived experience.

#### **CHI 2020 Workshop: Spectator Experience in Gaming and eSports**

While the spectator experience aspects of gaming and eSports are receiving increasing attention, global research efforts in this area are still largely independent of each other. Simone Kriglstein therefore launched an initiative for international exchange and joint further development of the topic in the community. Her workshop at CHI 2020 (ACM CHI Conference on Human Factors in Computing Systems), the leading international conference on Human-Computer Interaction, is

dedicated to interdisciplinary exchange and brings together researchers and practitioners to raise awareness and build community and collaboration in the field.

For more information on the CHI workshop: <https://seegamesws.wordpress.com/>

#### About the Center for Technology Experience

The Center for Technology Experience has many years of experience in the field of gaming & entertainment and has worked with international clients such as publisher THQ Nordic in the field of gaming experience.

Further information about the Center: <https://www.ait.ac.at/technology-experience>

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