

Ryan Fairchild Discusses the Growth of Esports with Sports Business Journal

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Brooks Pierce attorney Ryan Fairchild was recently quoted by Street & Smith's *Sports Business Journal*, a publication that offers relevant news updates to decision makers in the sports industry.

The article, entitled "Keys to esports growth: player development, fan education," is framed around the overarching question of "What is the biggest business solution that esports needs?" In order to promote greater growth in the industry, author Ben Fischer suggests efforts should focus on player development and generating more targeted content to better educate fans.

Along with providing an overview of esports development efforts, the article specifically mentions the lack of visibility and popularity of players despite industry growth. Fairchild commented on this issue, along with the slow unionization process and the need to better highlight esports athletes in the media.

"You want some heels, you want some heroes, you want that kind of thing pro wrestling has – the players can be completely real, but you can put some personality on top of it all," Fairchild said. "But I don't think the players' personality is getting out there as much as it could, except in a few rare instances."

The full article is available online [here](#).