

Social Organization Standard

T/GBA 006-2022

Ability Requirements of E-sports User
Analysis and Operation

电子竞技用户分析与运营能力要求

(English Translation)

Issue date:2022-09-02

Implementation date:2022-09-06

Issued by Guangdong-Hong Kong-Macao Greater
Bay Area Standards Innovation Alliance

Contents

Foreword.....	II
Introduction.....	III
1 Scope.....	1
2 Standardization and Reference Document.....	1
3 Terms and Definitions.....	1
4 E-Sports User Analysis and Operation Specialist Ability System.....	2
5 Professional Ability Requirements of Junior E-Sports User Analysis and Operation Specialist	7
6 Professional Ability Requirements of Mid-Level E-Sports User Analysis and Operation Specialist.....	7
7 Professional Ability Requirements of Senior E-Sports User Analysis and Operation Specialist	8



Foreword

This document is drafted in accordance with the rules given in the GB/T 1.1-2020 Directives for standardizing-Part 1:Rules for the structure and drafting of standardizing documents.

This document was proposed by Shenzhen Tencent Computer Systems Co., Ltd.

This document was prepared by Guangdong-Hong Kong-Macao Greater Bay Area Standard Innovation Alliance.

This document authorizes the organization partners and all member units of Guangdong-Hong Kong-Macao Greater Bay Area Standard Innovation Alliance to use it, the organization partners shall adopt and convert this document into their own social organization standard and disclose the basic information of the standard on the National Information Platform of Social Organization Standard.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. The issuing body of this document shall not be held responsible for identifying any or all such patent rights.



Introduction

Electronic sports (E-Sports) is certified as 78th kind of sports by the General Administration of Sports of the People's Republic of China. Currently e-sports has become a national sport with its popularity. According to a third-party analysis in 2021, The number of e-sports game user in China has reached 500 million and its market value is up to 150 billion yuan. With the rapid growth of e-sports game industry, the lack of talent employment becomes an issue restricting the sustainable development of e-sports industry. The number of e-sports talent has reached over 0.5 million. However, Talents' qualities and professional abilities are in varying levels. To guarantee the sustainable development of e-sports game industry and build a development standard for e-sports talent, it is an urgent demand to standardize ability requirements for core positions, to promote professionals training, ability evaluation and their career development plan in the industry. To promote the e-sports game industry for further progress of standardized, healthy, green, and sustainable development with producing more delicate and advanced e-sports content, this document is formulated in accordance with the spirit of the Labor Law of the People's Republic of China.

This document is drafted with a regulation basis of Constitution of the People's Republic of China, Chinese Laws and Regulations with China policies but shall not add or change any legal obligations or responsibilities of implementers. In any circumstance, the organization should firstly obey the local laws and regulations and apply for the stricter requirements in laws, regulations and the requirements of this document.

This document also sticks to the idea of keeping a standardized, healthy, green and sustainable development, meets the needs of high-quality economic development, serves the development mode transformation of e-sports game industry, regulates the ability requirements and performance standards of e-sports talent according to the current situation of e-sports industry and the ecological status and operating experience. In tight accordance with the Technical Regulations for the Preparation of National Vocational Skills Standards, (Ministry of Human Resources and Social Security, 2018 edition), this document clarifies the professional qualities of e-sports user analysis and operation specialist in a standardized and detailed description, and their professional and skill requirements in all levels will be described in detail.

This document clarifies three levels for e-sports user analysis and operation specialist as junior level, mid-level, senior level. This document also gives a clear description on vocational profile, basic professional requirements, and job requirements.

Ability Requirements of E-sports User Analysis and Operation

1 Scope

This document stipulates indicator system and level requirement to be reference for talent cultivation and ability evaluation for e-sports user analysis and operation specialist position.

2 Standardization and Reference Document

There is no standardization and reference document for this document.

3 Terms and Definitions

For the purposes of this document, the following terms and definitions apply.

3.1 e-sports user analysis and operation specialist

professionals who conduct multi-dimensional analysis of e-sports user data information, formulate diversified user operation strategies based on conclusions of analysis and control the operation process and results. This position not only needs to master traditional Statistics, Psychology, Marketing and other theoretical knowledge, but also needs to combine characteristics of special e-sports user groups. It is highly applied in e-sports tournaments, e-sports clubs, multi-channel networks, and e-sports products.

3.2

e-sports community

a group organized for users who have common interests and gaming hobbies in e-sports circumstance

3.3

survey

action that collecting and analyzing information and research surveys by various research methods systematically and objectively to predict the development trend of various industries with an aim to prepare for strategy-making for investment or development direction.

It is referred to as survey.

3.4

e-sports live streaming platform

online platforms which produce content and initiate content consumption related to e-sports

3.5

video view

the sum of times a video played in a statistical period, which also means the number of views of a video page, it is also one of the key standards to measure the video playing impact, playing

volume of a video also has its own requirement of duration, different video websites have different standards for this requirement

It is referred to as VV

3.6

unique visitor

the total number of users who access a website in one single day or using a computer terminal to access a website is regarded as a visitor

It is referred to as UV

3.7

page view

the website amount of which are accessed by users in a certain period, users access or reload a website page, the website record one time accessing, users access or reload a website page for many times, page view will be summed up totally

It is referred to as PV

3.8

average revenue per user

revenue game publishers earn from each user in a certain period, a total number of consumptions from consumer group divided by the number of consumer is equal to ARPU

It is referred to as ARPU

3.9

daily active user

the total amount of user who login in or access a game or product (already deleted repeatedly logging in users) within one single day

It is referred to as DAU

3.10

monthly active user

a total amount of users who access a game or product within one single month

It is referred to as MAU

3.11

customer lifetime value

the period from users begin to access a product to the moment users would never access a product any more

3.12

product

people consume and make use of product in generally which satisfies people' s needs including material, service, structure, idea or their combination

4 E-Sports User Analysis and Operation Specialist Ability System

Knowledge, skills and ability system for e-sports user analysis and operation specialist are shown as the following table. It includes ability requirement of junior level, mid-level and

senior level. This document requires abilities from junior level, mid-level, senior level progressively. Ability requirement for senior level should contain requirements for junior level and mid-level.

Table 1 E-Sports User Analysis and Operation Specialist Performance Evaluation Indicator

First-level Description	Second-level Description	Junior	Mid-Level	Senior
Basic Knowledge of E-Sports User Analysis and Operation Specialist	Basic Knowledge of E-sports Industry	✓	✓	✓
	Vocational Basic Cognition	✓	✓	✓
	Basic Knowledge of User Psychology	✓	✓	✓
	Function and Rules for Data Information Collection and Analysis Tool	✓	✓	✓
	Basic Knowledge of Content Security	✓	✓	✓
	Basic Knowledge of Marketing	✓	✓	✓
Professional Knowledge of E-Sports User Analysis and Operation Specialist	Basic Knowledge of Operation Model		✓	✓
	Basic Knowledge of User Behavior Analysis		✓	✓
	Knowledge of Precision Operation		✓	✓
	Platform Operation Mechanism	✓	✓	✓
	Knowledge of Event Planning	✓	✓	✓
	Knowledge of Procedure Planning		✓	✓
Professional Skills of E-sports User Analysis and Operation Specialist	Ability of Collecting and Refining User Requirement	✓	✓	✓
	Ability of Managing User Activation Lifetime		✓	✓
	Ability of User Layering Operation		✓	✓
	Ability of User Growth System Construction		✓	✓
	Ability of Social Community Management	✓	✓	✓
	Ability of Media Opinion Monitoring and Management	✓	✓	✓
	Ability of E-sports Industry Insight		✓	✓
	Ability of Event Planning	✓	✓	✓
	Ability of Creative Marketing		✓	✓
	Ability of Business Negotiation			✓
	Ability of Channel Management		✓	✓
General Working Abilities & Skills	Ability of Summary and Analysis	✓	✓	✓
	Ability of Program Management		✓	✓
	Copywriting Ability	✓	✓	✓
	Communication Ability	✓	✓	✓
	Teamwork Ability	✓	✓	✓
	Team management Ability			✓
	Office Skills	✓	✓	✓

4.1 Basic Knowledge of E-Sports User Analysis and Operation Specialist

4.1.1 Basic Knowledge of E-Sports Industry

E-sports user analysis and operation specialist shall comprehend the status of e-sports industry and e-sports tournament industry ecology system structure, e-sports culture with laws and regulations related to e-sports industry.

4.1.2 Vocational Basic Cognition

E-sports user analysis and operation specialist shall get familiar with vocational position, job description, vocational rules and career path development.

4.1.3 Basic Knowledge of User Psychology

E-sports user analysis and operation specialist shall comprehend emotional needs of e-sports audience and mental model of tournament audience and tournament user group.

4.1.4 Function and Rules for Data Information Collection and Analysis Tool

E-sports user analysis and operation specialist shall get familiar with meanings of operation data indicator related to e-sports tournament and master operation analysis methods for e-sports tournament data.

4.1.5 Basic Knowledge of Content Security

E-sports user analysis and operation specialist shall comprehend Cybersecurity Law of China and measures for safeguarding sensitive data with risk-avoiding intention.

4.1.6 Basic Knowledge of Marketing

E-sports user analysis and operation specialist shall master basic knowledge of marketing such as marketing research, competitor analysis, marketing target position, branding strategy, channel management and viral marketing strategy, etc.

4.2 Professional Knowledge of E-Sports User Analysis and Operation Specialist

4.2.1 Basic Knowledge for Operation Model

E-sports user analysis and operation specialist shall get familiar with user lifetime model, watching duration retention model for tournament audience, conversion funnel model for tournament events, mutual influenced model between tournament and industry ecology. Then he should master applied strategy for operation models.

4.2.2 Knowledge of User Behavior Analysis

E-sports user analysis and operation specialist shall get familiar with motivation and rules for users' behavior tracking.

4.2.3 Knowledge of Precision Operation

E-sports user analysis and operation specialist shall master knowledge of aimed operation events based on event targets, marketing condition, platform, user behavior data analysis to hold events targeting users.

4.2.4 Platform Operation Mechanism

E-sports user analysis and operation specialist shall comprehend e-sports operational resource management system and operation strategy on content creation platforms and social medias.

4.2.5 Knowledge of Event Strategy Scheme

E-sports user analysis and operation specialist shall master management knowledge of event pre-research, event planning, event request developing, event launching management, event effect evaluation, event re-optimization and event procedure and knowledge of the whole procedure of event.

4.2.6 Knowledge of Procedure Planning

E-sports user analysis and operation specialist shall comprehend cooperated department functions, get familiar with their job and information integration based on above information collection and knowledge of events or product function planning and design. He should master knowledge of planning execution deck for events and products. Get familiar with knowledge of analyzing problem, coordinating and resolving problem.

4.3 Professional Skills of E-sports User Analysis and Operation Specialist

4.3.1 Ability of Collecting and Refining User Requirement

E-sports user analysis and operation specialist shall use various collecting methods according to analysis goals for various information to summarize and make conclusion from existed data or research related to business.

4.3.2 Ability of Managing User Activation Lifetime

E-sports user analysis and operation specialist shall plan schemes for user warm up, retention, activation cultivation to optimize user growth path. He also should build user lifetime (user activation degree) management system according to user request point and product operation process.

4.3.3 Ability of User Layering Operation

E-sports user analysis and operation specialist shall use various methods for user layering in a reasonable way to build user layering system and user layering operation schemes.

4.3.4 Ability of User Growth System Construction

E-sports user analysis and operation specialist shall set user growth strategy, construct user acquisition channel, plan and design user growth system according to e-sports tournament lifetime.

4.3.5 Ability of Social Community Management

E-sports user analysis and operation specialist shall initiate and manage user participation, order maintenance, event planning, content activation in social community. He should use management tools to operate social community, acquire and analyze various data.

4.3.6 Ability of Media Opinion Monitoring and Management

Junior level specialist should be able to discover, collect, analyze and classify key public opinions on mainstream media platforms.

Mid-level specialist should be able to make judgments on character and trend of public opinion, make predictions and early warnings in advance with dealing with negative information in a timely manner.

Senior level specialist should be able to guide the trend of public opinions positively.

4.3.7 Ability of Catching E-Sports Industry Insight

E-sports user analysis and operation specialist shall set industry analysis targets to preset and give core opinions based on collected industry news, keyman. Then he should use scientific methods for further research and analysis with verification and modification on presetting opinions.

4.3.8 Ability of Event Planning

Based on event background, e-sports user analysis and operation specialist shall align commercialization target, user growth target and event key performance indicator with the ability of setting event launching path like promotion, attraction, activation, marketing, conversion and the ability of planning on content creation, reward, channels, staff and other event resources.

4.3.9 Ability of Creative Marketing

Based on working experience recap, e-sports user analysis and operation specialist shall extract creative content and plan creative marketing events, scheme and execution of branding promotion and marketing, aiming at high-quality product and industry trend.

4.3.10 Ability of Business Negotiation

E-sports user analysis and operation specialist shall comprehend negotiation rules and master negotiation skill in a reasonable way to reach a consensus with cooperated partner while try their best to maintain company' s benefits.

4.3.11 Ability of Channel Management

Based on program goals, e-sports user analysis and operation specialist shall maintain business relationships with cooperated channels and good cooperation between platforms or platforms with program team members.

4.4 General Office Skills

4.4.1 Ability of Summarizing and Analyzing

E-sports user analysis and operation specialist shall recap event process, describe event details, summarize event effect and share experiences learned in events and for the following campaigns after finishing the whole process of events.

4.4.2 Ability of Program Management

E-sports user analysis and operation specialist shall define program goals, segment program-related tasks, evaluate program time-costing, clarify responsibility party, control and track program progress, identify risks in time and regularly summarize and report for program progress regularly.

4.4.3 Copywriting Skill

E-sports user analysis and operation specialist shall express expertise and attractive information to audience by using skillful words from massive reading foundation and self-reflection.

4.4.4 Communication Skills

Based on the other party' s request, e-sports user analysis and operation specialist shall express goals directly and use communication skills to achieve cooperation goals.

4.4.5 Teamwork Ability

E-sports user analysis and operation specialist shall assist and coordinate with teammates to help each other and improve working efficiency at maximum and show teamwork spirit.

4.4.6 Ability of Team Management

E-sports user analysis and operation specialist shall communicate and coordinate actively to hear from teammates and feel their emotion changes. Based on the caring measures, help teammates to find communication ways and let bad emotion off and resolve conflicts. What's more, he should find good training opportunities and set long-term plans for team members with finishing labor coordination and decision launching.

4.4.7 Office Skills

E-sports user analysis and operation specialist shall finish data arrangement, copywriting, presentation, e-mail receiving and sending efficiently and use printer, copier and other automatic office devices to finish document printing and arrangement.

5 Professional Ability Requirements of Junior E-Sports User Analysis and Operation Specialist

5.1 Overview

Junior e-sports user analysis and operation specialist shall cooperate with business team to execute various user research and comprehend commercialization operation strategy. He also will be capable for event planning, cross-team communication and collaboration to finish user acquisition, user activation and other operation goals. He also should be capable for data reflection and copywriting and promoting event information to users to set interaction with users then finish daily management and maintenance for social community operation with solving single-point problem for users.

5.2 Basic Knowledge

Junior e-sports user analysis and operation specialist shall be capable to comprehend basic knowledge of e-sports industry, vocational basic cognition, basic knowledge of user psychology, data collection with functions and rules of analysis tool, basic knowledge of content security and marketing.

5.3 Professional Knowledge

Junior e-sports user analysis and operation specialist shall be capable to comprehend basic knowledge of platform operation mechanism and knowledge of event strategy scheme.

5.4 Professional Skills

Junior e-sports user analysis and operation specialist shall be capable to comprehend knowledge of user request collection and refinement, social community operation, public opinion monitoring and management, event planning.

5.5 General Working Abilities & Skills

Junior e-sports user analysis and operation specialist shall be capable for summarizing and analyzing, copywriting, communication, teamwork and using office software.

6 Professional Ability Requirements of Mid-Level E-Sports User Analysis and Operation Specialist

6.1 Overview

Mid-level e-sports user analysis and operation specialist shall complete product or project-related data analysis and master knowledge of various operating models, find various

user layering methods and formulate product operation strategies; Based on the user activation lifetime with achieving social community construction goal from zero to one. He should also plan various community events and carry out refined community operations strengthen team, collaborate co-work team, complete operational goals and take responsibility for operation effect.

6.2 Basic Knowledge

Mid-level e-sports user analysis and operation specialist shall comprehend basic knowledge of e-sports industry, vocational basic cognition, basic knowledge of user psychology, functions and rules of data collection and analysis tools, basic knowledge of content security and marketing.

6.3 Professional Knowledge

Mid-level e-sports user analysis and operation specialist shall comprehend basic knowledge of operation model, user behavior analysis knowledge, refined operation knowledge, platform operation mechanism, event strategy scheme knowledge, procedure planning knowledge.

6.4 Professional Skills

Mid-level e-sports user analysis and operation specialist shall collect and refine user request to manage and control user activation lifetime, initiate user layering, construct user growth systems, operate social community, monitor and manage public opinion, catch insight of e-sports industry, plan events, make creative marketing and channel management.

6.5 General Working Abilities & Skills

Mid-level e-sports user analysis and operation specialist shall be capable for summarizing and analyzing, copywriting, communication, teamwork and using office software.

7 Professional Ability Requirements of Senior E-Sports User Analysis and Operation Specialist

7.1 Overview

Senior e-sports analysis and operation specialist is capable to set key data indicators according to different business status and product forms, promote commercialization cooperation and business negotiation independently to build a user activation lifetime management system and build user layering system according to product operation lifetime and user request, complete team building, provide members with learning opportunities, set business goal and improve team cohesion with enhancing team strength.

7.2 Basic Knowledge

Senior e-sports analysis and operation specialist shall be capable to master basic knowledge of e-sports industry, vocational basic cognition, basic knowledge of user psychology, data collection with function and rules of analysis tool, basic knowledge of content security and marketing.

7.3 Professional Knowledge

Senior e-sports analysis and operation specialist should be capable to master basic knowledge of operation model, knowledge of user behavior analysis, knowledge of precise operation, platform operation mechanism, event scheme knowledge, procedure planning knowledge.

7.4 Professional Skills

Senior e-sports analysis and operation specialist shall be capable to collect and refine user requests, manage user activation lifetime, initiate user layering, build user growth system, operate social community, monitor and manage public opinion, catch insight into e-sports industry, plan events, initiate creative marketing and channel management.

7.5 General Working Abilities & Skills

Senior e-sports analysis and operation specialist shall be capable for skills of summarizing and analyzing, copywriting, communication, teamwork and using office software.

