

DIGITAL GAMES RESEARCH SEMINAR

PRESENTS

BARO HYUN

**FOUNDER & CEO
OF LUNATONE, INC.**



**4:00PM ET
SEPTEMBER 11, 2024**



Esports & Gaming:

How We Got Here & Where Are We Heading

Esports made a historic debut as a medal sport at the 19th Asian Games in Hangzhou in 2023, followed by a recent announcement that the International Olympic Committee (IOC) will host the inaugural Olympic Esports Games from 2025 for the next 12 years. While the recent development in esports today is certainly exciting, did you know that esports began humbly in a small Asian country, i.e., South Korea, without a significant gaming industry at the time? And would you believe that in Japan, the mecca of digital content, municipalities are now embracing gaming & esports to nurture their local communities regardless of their age and background? In this presentation, Baro Hyun will talk about the history of esports and share some insights on where the industry is heading.



Register for the Zoom Link:
tiny.utk.edu/Hyun

BARO HYUN is the founder & CEO of LunaTone Inc., a digital content business providing company based in Japan. He is also an adjunct assistant professor at Temple University Japan for the nation's first Esports Certificate Program, the Chairman of Innovation and Digitization Committee at the World Esports Consortium (WESCO), and the author of Amazon-bestseller *Demystifying Esports*. He was formerly the board member of the Japan Digital Space Economy Federation, where the member company body represents over 100tr JPY of the Japanese economy.

Prior to starting LunaTone, Hyun was the head of gaming and esports at KPMG Japan that he founded in 2018, advising Japan's Ministry of Economy, Trade and Industry (METI), the Japan Esports Union (JeSU), and numerous private sector clients. He was the recipient for the Cool Japan Matching Award 2022 Grand Prize by the Cabinet Office of Japan, KPMG Japan Chairman Award, and Microsoft 2018 Partner of the Year AI Award. He has a PhD in aerospace engineering from the University of Michigan, Ann Arbor and was formerly with Hyundai Motors R&D in South Korea. LinkedIn profile: <https://www.linkedin.com/in/barohyun/>