Virtual Autographs and eSports brands. The Case of Dota 2
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We study how personal brands are constructed with different characteristics of players.

Virtual autograph is a digital copy of professional player signature, which is purchased for real money.

Price of autograph varies from couple of cents USD to several hundred USD.

We believe users purchase not just autographs but personal players’ brand imprints.

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Virtual Autographs as brand imprints

Variables below represent characteristics of professional players:

- **Tournament performance**
- **Media Saliency**
- **Personal information**
- **Game statistics**

Number of top-3 places at premier and major events

- Item quantity
  - \( \leq 7 < \)
  - \( \leq 1 < \)
  - Number of interviews to sites about games
    - \( \leq 1 < \)

- Role in the team
  - \( 1, 2 \)
  - \( 3, 4, 5 \)

- Total kda in professional games
  - \( \leq 4.32 < \)

- Item quantity
  - \( \leq 7 < \)
  - \( \leq 5 < \)
  - Best result on The International series
    - \( \leq 1 < \)

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What makes brands valuable

Data: posts from reddit.com/r/dota2

User Q: Mu [player] is back! He’s played incredible and happy to see him back in old form. His average kda [game statistics] in the china qualifiers have been an incredible 11.59

User F: I really love Dendi [player] interviews. What really impressed me is his loyalty to the organization.

User A: such COL [team] deserves a direct invitation?
User B: They got top 6 at Shanghai Major [important tournament], so yeah