

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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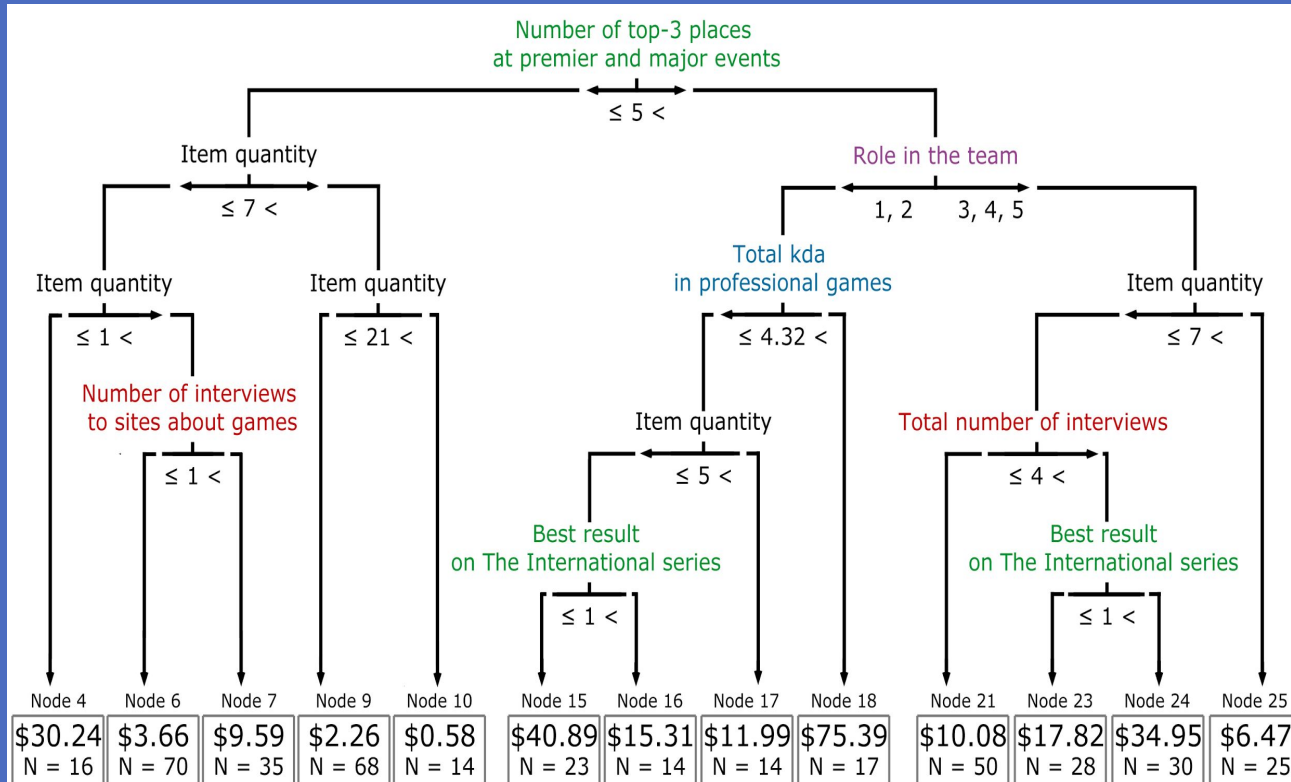
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Virtual Autographs as brand imprints

Variables below represent characteristics of professional players:

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



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