**Women, video games, and the mediatization of sport: Exploring gendered power relations in esports**

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Over the past decade, esports have gained massive popularity as well as increasing acceptance and recognition within the world of sports. Moreover, the integration of esports into a wide range of traditional sport organizations reflect a new intensified process of mediatization that may fundamentally affect the institution of sport in several ways. This article focuses on how the mediatization of sports influence gender (in)equality in esports as a new and digital form of sports. Specifically, I argue that the mediatization of sport literature could benefit from an increased engagement with feminist research that highlight the close connection between gender, technology, and power. Although esports has been thought to hold great potential in terms of fostering inclusive and bias-free competition due to the lack of physicality involved, the findings highlighted in this article suggest that esports is not exempt from the gendered biases and exclusionary practices that girls and women face in other forms of sport. As a result, I argue that there is a need to focus on how structural and social barriers shape access and inclusion in esports. In this presentation, I discuss how feminist literature may inform current research on mediatization of esports.