

## **How the World Embraced Esports Through a Pandemic—A Conversation With Cloud9**

In the second episode of the Innovation Unlocked: Exploring the Next Level of the Interactive Entertainment Industry series, David Pekarek Krohn of Perkins Coie talks with Dan Fiden, president of Cloud9 Esports, Inc. They discuss how the pandemic affected the esports industry, where things might go from here, and the generational shift between traditional sports and esports.

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