A photograph of DJ Steve Aoki performing at a DJ booth. He has long dark hair and a beard, and is wearing a black t-shirt with a logo. He is focused on his Pioneer DJ equipment, which includes a mixer and two turntables. The background is a blurred stage with blue and purple lighting. The text 'DJ Steve Aoki Wants to Come Back as an Avatar' is overlaid on the top right of the image.

DJ Steve Aoki Wants to Come Back as an Avatar

But first, the global superstar talks with us about eSports, free music and cryogenics.

By Brittany Roth Graham

With an estimated yearly revenue of nearly \$1 billion and a projected global audience of 303 million by 2019, eSports is growing at an astounding rate. Even superstar DJ Steve Aoki wants a piece of the pie. He calls his recent acquisition of team Rogue—a Las Vegas-based Overwatch and Counter-Strike organization—his latest “pet project.”

Though it may be difficult for eSports outsiders to understand how millions enthusiastically pay to watch other people play video games, the massive viewership numbers and growing worldwide momentum don't lie. Major broadcasters such as ESPN, BBC, Fox Sports and Turner all either host their own leagues or broadcast eSports events, and Aoki is excited about getting “into bed with all the gamers.”

This past weekend, I caught up with the EDM icon at Long Beach, California's ComplexCon after he joined a “Business of eSports” panel alongside industry vets such as Tobias Sherman, Monte Cristo, Jace Hall and Imari Oliver.

“If I wake up in 100 years, more likely than not, my consciousness—or whatever you

want to call it—will be uploaded into a different body. I could come out and if I don't like it, I can just shut myself off."

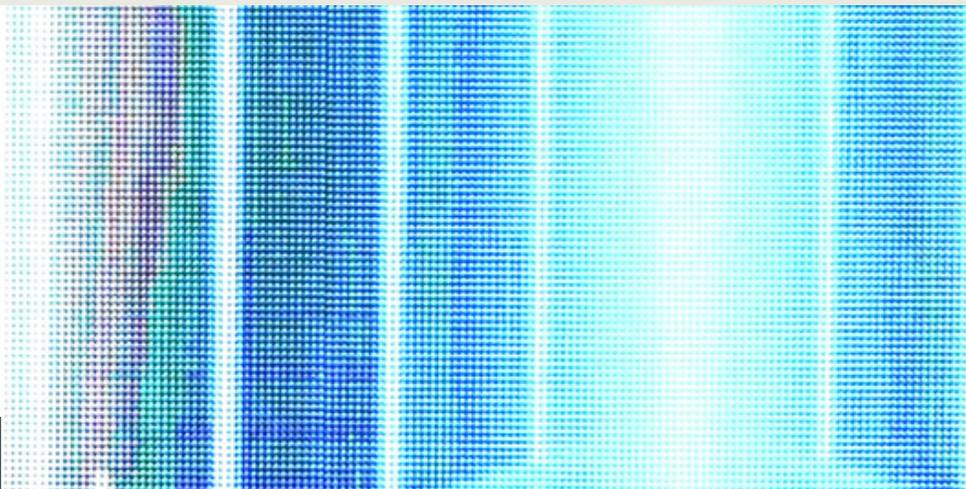
Aoki admitted to being "a gamer since [he] was a little kid," but arrived at a crossroads once he got involved with [Twitch](#), the world's leading video platform and community for gamers.

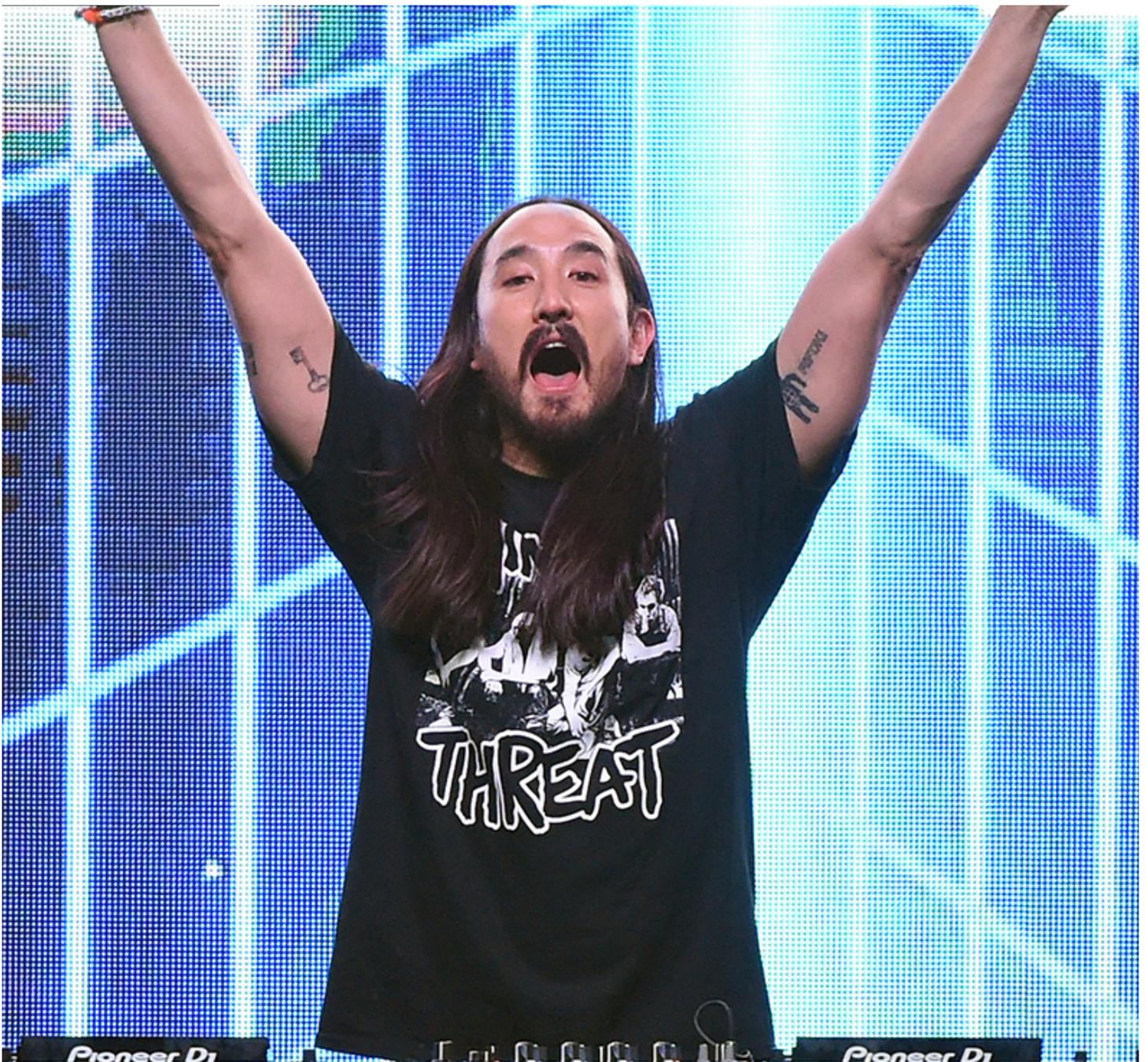
Aoki said was DJing at Club Pacha in Ibiza when he was asked to host the first music-related, non-gaming livestream on Twitch. After a successful initial test, he decided to get more involved in gaming and live-streaming.

So what's next for the new team owner and tech aficionado? Well, apparently not only is cryogenically freezing himself on the agenda, but possibly becoming an avatar too. Read on for the highlights of our chat.



Social





From a marketing standpoint, what kind of innovations are you planning on introducing to team Rogue?

I'm a DJ, and I'm involved in music, so I'm trying to find ways to integrate that. I started a sub-division called "New Noise" under my record label, Dim Mak, and it's filled with young, new producers who are making interesting sounds in different subgenres of music. And it's all

copyright-free for gamers. We're also doing a lot with Twitch, like our live series that we host every Friday. We'll livestream a DJ set while a gamer is playing at the same time. They're really crushing it right now, and it's incredible. Rogue is the number one team in Overwatch, and I'm just happy to be a part of their success.

What about VR? Is there a plan to incorporate that into your eSports team?

That's actually not a bad idea.

I want credit for the inspiration if you use this.

Yeah, I'll do it.

Everyone is tripping out about your plan to cryogenically freeze yourself. So hypothetically, if you were to freeze yourself right before you died, and then you woke up 100 years later, what would you expect to see?

If I wake up in 100 years, more likely than not, my consciousness—or whatever you want to call it—will be uploaded into a different body. Maybe the world will be so badly polluted... Who knows, I just want to have the option of awakening. I could come out and if I don't like it, I can just shut myself off.

Do you watch "Black Mirror?"

No, not yet.

You should check it out. I think you would dig it. There's an episode called "San Junipero" where older people are able to upload their consciousness into virtual avatars, and it sounds similar to what you're describing.

Oh, I'm there.

So you'd be down to be an avatar?

I'm down.

I guess we'll see where technology takes us then.

For sure.