

# WHAT BRANDS NEED TO UNDERSTAND ABOUT THE WORLD OF ESPORTS



BROUGHT TO YOU BY

**DBLTAP**



“  
I WANT TO  
GET INTO  
ESPORTS”

**esports**

/ee-spawrts, ee-spohts/

*noun*

(also known as electronic sports, competitive (video) gaming, professional (video) gaming, pro gaming,) a form of competition using video games. Featuring organized events with professional players competing in big arenas for prize money, and streamed on digital video platforms. Often incorrectly referred to as “eSports” or even worse “eGaming”

## LETTER FROM DBLTAP

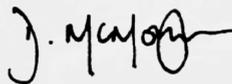
If you're in marketing today, this might sound like you or your boss. It definitely sounds like your CMO.

To put it into context, it's the equivalent of saying: "I want to get into sports." Where would you even start? What type of sport? What audience? What team? What market? What league? You're all moving in the right direction, because the opportunity for brands is wide open and the potential returns are hugely impactful, but most brands don't know where to start.

According to Newzoo, brands will spend \$694 million on advertising and sponsorship in esports in 2018, with that number set to more than double by 2020. However, the reality for brands is the majority of information available to them is industry-specific data that showcases the opportunity, but doesn't provide advice on how to enter.

Before you commit your brand to esports, it's essential to understand the ecosystem - the games, tournaments, teams, personalities, audiences, opportunities and challenges that exist through it all. This report is designed to do just that - help your brand to take the first step in esports by outlining "Five Things Brands Need to Understand" and including some basic gaming vocabulary to get you up to speed. It is our commitment to being a trusted partner as you navigate this exciting and evolving world and discover the opportunities ahead.

We launched DBLTAP in 2017 with the mission to tell the stories beyond the stage and bring fans closer to their heroes. Before that, we spent a year building our strategy and immersing ourselves in the world of esports. We are a passionate team of gamers and esports fans, joined by some of the all-stars who live and breathe the professional scene. Today, millions of fans around the world engage with our content and it is our fans that inspire and inform the insights here.



**Duncan McMonagle**

GM, DBLTAP and Global SVP, Minute Media

# NOT ALL ESPORTS ARE CREATED EQUAL

Like traditional sports, no two esports are exactly alike. Similarities and elements of one sport can exist in others, but each game will have unique differences that mean something to your brand. Some esports titles are truly global, and some titles rank higher in specific markets, while others may skew to specific age groups. *For example:*

EA Sports' FIFA franchise boasts one of the largest global player bases, yet so far has ranked low in terms of esports viewership. Riot Games' League of Legends is arguably the biggest esports title in the world today with the highest number of hours watched of any sport. A significantly high proportion of its viewership comes from regions such as China.

Game formats vary as well. Top esports span a number of different game genres and formats including real-time strategy, multiplayer online battle arena, fighting games, first-person shooter and even collectible card games. With this in mind, 'esports' could mean aligning your brand with a fantasy battle game with a strong Asian fanbase or a sports simulation game with a predominantly North American audience.

For brands, this represents an exciting opportunity - the variety of players, teams, stories and narratives offer many opportunities to be relevant. To know where to begin, you need to first understand the audience each game brings, how they are activated, and across which platforms.

- ▶ **Newer isn't always better**
  - ▶ Some of the biggest global esports are games made more than 10 years ago, such as Counter-Strike.
  
- ▶ **All esports are gaming, but not all gaming is esports.**
  - ▶ Some of the biggest titles aren't formal esports despite games having competitive, multiplayer elements with a significant viewing audience.



# 1

**EACH GAME IS UNIQUELY DIFFERENT**

**UNDERSTAND HOW AUDIENCES DIFFER**

**ALIGN YOUR BRAND TO THE RIGHT GAMES**

# OVERWATCH

CROSS PLATFORM (PC + CONSOLE)

TEAM-BASED MULTIPLAYER ONLINE FIRST PERSON SHOOTER

Launched their global esports in 2018 with the 'Overwatch League' (OWL).

**12** TEAMS **2** DIVISIONS

**\$20M** BUY-IN FOR A FRANCHISE SPOT **10M** VIEWERS ON THE OPENING WEEK



**OWL is the first global professional city-based esports league**

This is the first league where teams are mandated to provide players with a minimum salary, healthcare and benefits.

One of the most gender diverse games, female players made up 16% of the playerbase in 2017.





**COUNTER STRIKE**  
GLOBAL OFFENSIVE

**PC + MAC**  
**MULTIPLAYER FIRST-PERSON SHOOTER**

One of the oldest and most established esports globally.

**EXTREMELY POPULAR IN  
NORTH AMERICA AND EUROPE**

**TYPICAL AUDIENCE AGE 25-35**



Counter-Strike majors are global tournaments where teams either qualify through regional tournaments or are invited to compete for \$1M in total prize money supplied by game developer Valve.

Turner's ELEAGUE Major in January 2018 set the record for peak concurrent viewership on Twitch at 1.1M viewers.

**45% of DBLTAP audience play Counter-Strike: Global Offensive**

# LEAGUE of LEGENDS

PC + MAC

MULTIPLAYER ONLINE BATTLE ARENA GENRE

Developer Riot Games launched the League of Legends Championship Series (LCS) in 2013 in two regions, North America and Europe. Teams play each week across a nine week season and three weeks of playoffs. The top teams from each region, and select invited ones, then compete against each other in the World Championships. Fun fact - the trophy, the Summoner's Cup, weighs 70lbs/32 kg (approximately twice as much as the Stanley Cup.)

## 2017 WC FINALS SAW NEARLY 60M UV'S

**#1** MOST WATCHED  
ESPORT WORLDWIDE

Over 50% of the prize pool was crowd funded by fans (2017) pushing the total up to \$ 4,946,970 USD.

League of Legends esports has been seen as a phenomenal success both from a viewership and wider cultural perspective. Regular matches often pull in hundreds of thousands of viewers with the World Championship finals beating out many traditional sports events. The popularity of the game has led to discussions about its inclusion as an Olympic sport.



# ONES TO WATCH IN 2018

ESPORTS POISED TO BREAKTHROUGH

## PLAYERUNKNOWN'S BATTLEGROUNDS

PlayerUnknown's Battlegrounds (PUBG) is a multiplayer online battle royale game. In the game, up to 100 players parachute onto an island and scavenge for weapons and equipment to eliminate other players. The available safe area of the game's map decreases in size over time, forcing encounters of surviving players in smaller areas. The last player or team standing wins the round.

**30M+** COPIES SOLD  
YEAR ONE

**3M+** RECORD BREAKING  
CONCURRENT USERS

**2.7B+**  
HOURS PLAYED

The game is growing in popularity in an esports capacity and already presents a significant, global opportunity for brands to get involved early as it continues to mature in 2018.



# FIFA

EA Sports' FIFA, released in 1993 and now in its current form as FIFA 18, the sports simulation game has become one of the biggest selling video game franchises of all time with over 100 million copies sold.



*Coca-Cola*

EA Sports have launched the first eWorld Cup in 2018 with brands including Coca-Cola running sponsored qualifying tournaments.



**UNDERSTAND THE PLATFORMS FANS USE**

**TAILOR EXPERIENCE TO EACH PLATFORM**

**BE AUTHENTIC AND ADD VALUE**



# 2

## FANS AREN'T WHERE YOU EXPECT TO FIND THEM

Despite Google and Facebook's apparent media stranglehold, and platforms such as BuzzFeed and Vice's supposed grip on the millennial audience, esports fans are more likely to watch live programming on Twitch, follow their favorite teams on Twitter, consume news on Reddit, watch interviews on YouTube, and chat with peers on emerging platforms such as Discord.

But beware - traditional media and user acquisition tactics don't always apply. The audiences are a high ad-blocking community and quick to be vocal on platforms when brands or publishers simply don't get it but insist they do. This means looking at other methods to cut through and engage esports fans. Thankfully, each platform serves a unique purpose and presents an opportunity to align authentically and directly with audiences on the channels that matter to them.

Brands must also be sure to provide some form of value exchange to the audience, such as creating entertaining formats, rewards and incentives, education such as pro-tips or 'Boot-Camps,' or leveraging tournament and team sponsorships to create exclusive content with the players they love.

Understanding the audience needs, engaging authentically on the relevant platforms, and adding value back to the community will build significant brand loyalty.

**29%**

GET THEIR DAILY ESPORTS NEWS FROM REDDIT

**52%**

STREAM LIVE CONTENT ON TWITCH WHILE NON-LIVE CONTENT IS DOMINATED BY YOUTUBE (59%)

**40%**

OF DBLTAP FANS SAY THEY WANT TO SEE MORE EXCLUSIVE, BEHIND THE SCENES CONTENT

**DISCORD IS THE PREFERRED CHAT PLATFORM**

**33%**

USE IT FOR P2P CHAT (VS. 15% WHO EXCLUSIVELY USE IN-GAME CHAT)

**25%**

USE IT TO TALK TO FRIENDS (VS 19% ON FACEBOOK)

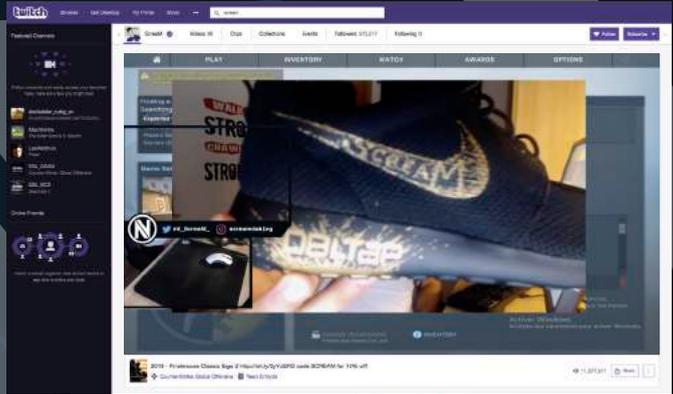
# AUTHENTIC ENGAGEMENT

Once you identify the platforms and places your audience is most likely to engage, you can create engaging opportunities relevant to those channels. Esports has a huge sneaker culture. As a thank you to Adil "ScreaM" Benlilitom, Counter-Strike player for Team EnVyUs, we sent him a pair of customized DBLTAP Nike Sneakers. ScreaM shared the DBLTAP sneakers directly with his fans on Twitch and Instagram, rewarding DBLTAP with brand exposure and fan engagement that helped build credibility among our target audience.

**572K**  
TWITCH  
FOLLOWERS

**319K**  
TWITTER  
FOLLOWERS

**280K**  
INSTAGRAM  
FOLLOWERS



**23%**

of DBLTAP fans spend more than \$500 on fashion per year, but are split in their love between Adidas and Nike



## KEY RESULTS

**27K**  
LIKES

**3K+**  
COMMENTS

# 3

## TRADITIONAL SPORTS ARE MOVING INTO ESPORTS

The world of live, traditional sports, once considered TV's last safe bastion, is undergoing its own disruption. Ratings have dropped, subscriptions have fallen and digital platforms continue to take an increasing share of eyeballs. Faced with an aging demographic, it's no surprise rights holders and traditional sports teams are moving into esports to counter declining ratings and attract younger audiences.

Rights holders, such as the NFL, have been licensing their brand in the world of gaming with EA Sports' Madden series and entered esports with the creation of the Madden Ultimate League. The Philadelphia 76ers acquired the esports organization Dignitas to instantly access IP and audience. New England Patriots owner, Robert Kraft, who purchased the Boston franchise in Blizzard's Overwatch League, and the Cleveland Cavaliers, who entered League of Legends with their team 100 Thieves, are both looking to build their own IP and fan base with new franchises.

Traditional sports franchises bring decades of experience and business models that can be used to grow audience and revenue. Considering the average revenue per fan in esports is 10 percent that of traditional sports fans, it is also significantly underleveraged. While the barrier for entry remains low, traditional sports teams could be a catalyst to grow the industry more broadly.

## NEW MODELS FOR ENGAGEMENT

Unlike traditional sports, every single esports match is available to watch on digital platforms free of charge. Some organizers even reward audience engagement. For example, the Esports Championship Series (ECS) organized by Faceit, rewarded viewers on YouTube for tuning in with regular 'loot drops' of points that could be exchanged for tangible prizes including gaming hardware, apparel and automobiles.



**REACH YOUNGER, DIGITALLY-SAVVY AUDIENCES**

**TRADITIONAL SPORTS INVESTMENTS ARE EXPANDING BUSINESS MODELS**

**ESPORTS AUDIENCES RIVAL TRADITIONAL REACH AND ARE GROWING**

**IN 2016, THE LEAGUE OF LEGENDS WORLD CHAMPIONSHIPS DREW MORE UV'S THAN THE NBA FINALS**

“Very quickly, I think esports will be the largest participatory sport with the most active participants and the most dollars compared to any sport. It will dwarf the NFL, it will dwarf the NBA...”

**Ted Leonsis**

Founder Monumental Sports



# 4

## THE OPPORTUNITY FOR BRANDS IS WIDE OPEN

Esports fans are some of the most passionate audiences in the world, yet esports spend has significantly trailed engagement. **With brands expected to spend \$694 million on esports in 2018, the cost will be \$1.82 per fan to reach a global audience of 380 million (vs. an average of \$26 per NFL fan for an audience of 170M).** There is plenty of opportunity to enter.

Esports athletes play live in front of tens of thousands of fans on global stages in packed arenas and simultaneously to millions watching at home. They travel on athlete visas

and have significant influence over their vast global fanbase. When not competing, pros can often be found streaming on platforms like Twitch, inviting fans into their homes and sharing nearly every aspect of their personal lives with them. They engage directly on a daily basis for hours on end, with some individuals commanding tens of thousands of concurrent viewers.

The stereotypical image of an esports fan in people's heads is usually far from the truth and needs to change. Like the esports athletes

**33%** of DBLTAP fans want more inside looks at team houses

**29%** of DBLTAP fans believe the value brands bring to esports is exclusive content



**ESPORTS FANS ARE IMAGE-CONCIOUS CONSUMERS**

**SPEND TRAILS ENGAGEMENT; SIGNIFICANT NEAR AND LONG TERM VALUE**

**EXPLORE THE INFLUENTIAL RELATIONSHIP B/W ATHLETES, TEAMS, AND GLOBAL FANS**

themselves, the audience understands the importance of image. These fashion-conscious, self-aware fans, are fully tapped into trends and styles. They represent a significant demographic that cares as much about lifestyle as any of their peers.

Endemic brands have historically led the space with sponsorship dollars aligned to products such as gaming hardware and accessories. The emergence of traditional media measurement and analytics in esports has given media teams and advertising

agencies a business model they can align with, encouraging an increasing number of non-endemic brands to enter in the last 12 months.

Players' followings and influence threads through to fans across many direct lines: live broadcasting, both as a player and individual; video on demand; instant chat; and mobile. Each have embraced new channels to fuel deeper emotional connections between audience and player.

# EVENT SPONSORSHIP | MERCEDES-BENZ

In 2017, Mercedes-Benz began a landmark partnership with ESL to sponsor a series of tournaments in several global markets. Their first was the Dota 2 ESL ONE tournament in Hamburg, Germany. As a new, global non-endemic brand in esports, Mercedes did three key things: aligned with the right partners, understood where fans were and embraced the community and culture. This included everything from driving teams to the venue in their own customized Mercedes to letting fans vote for the MVP of the tournament who would receive a new car.



Mercedes-Benz



As the tournament began, Mercedes' heavy advertising in the Reddit stream and caster mentions at the tournament made fans quick to call them out. As the 3-day tournament progressed, the community started to have fun with it. When a Reddit user posted about incredible matches or players related to the tournament, a popular reply became a lengthy verbatim statement of the Mercedes E-Class Sedan marketing slogan.

Mercedes ended the three days by embracing the conversation and tweeting out:

***Proud to be part of #ESLOne and the amazing @DOTA2 action! Nearly as amazing as the new Mercedes-Benz E-Class Sedan, test drive it now!***

Mercedes considered the activation a complete success. Mercedes vice president of marketing said the company was not only meeting tens of thousands of fans on the ground with its daily activations, but it also engaged millions of users across Twitch and on community forums such as Reddit.

“  
**WE DID IT  
REDDIT! MERCEDES  
EMBRACED THE MEME”**

“  
**MARKETING TEAM  
DESERVES A RAISE”**



# EVENT INTEGRATION | WARNER BROS.

For the release of the Summer Blockbuster King Arthur, Warner Brothers integrated itself into the livestream of DreamHack Tours in France, aligning key themes of the film with authentic and engaging content formats that resonated with users.

Alongside trailer integrations to the thousands of fans in the arena, and hundreds of thousands watching live, sponsored segments and caster call-outs, Warner Bros also tapped into player-focused content. It created “King of the Match” interviews backstage by aligning the theme of “From nothing comes a king” and highlighted one player’s unexpected tournament performance at each stop along the tour.

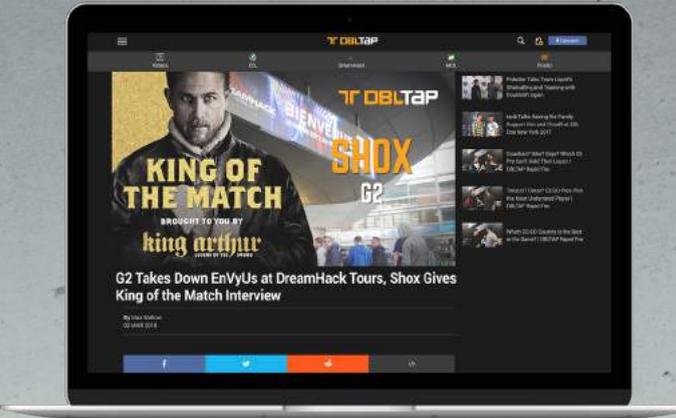


## LIVE STREAM

- Caster call-outs
- Trailer integration (in-stream & arena)
- King of the day sponsorship segments

## VIDEO CONTENT

- King of the match interviews
- Highlights of the day



# BRANDED CONTENT | SOUR PATCH KIDS

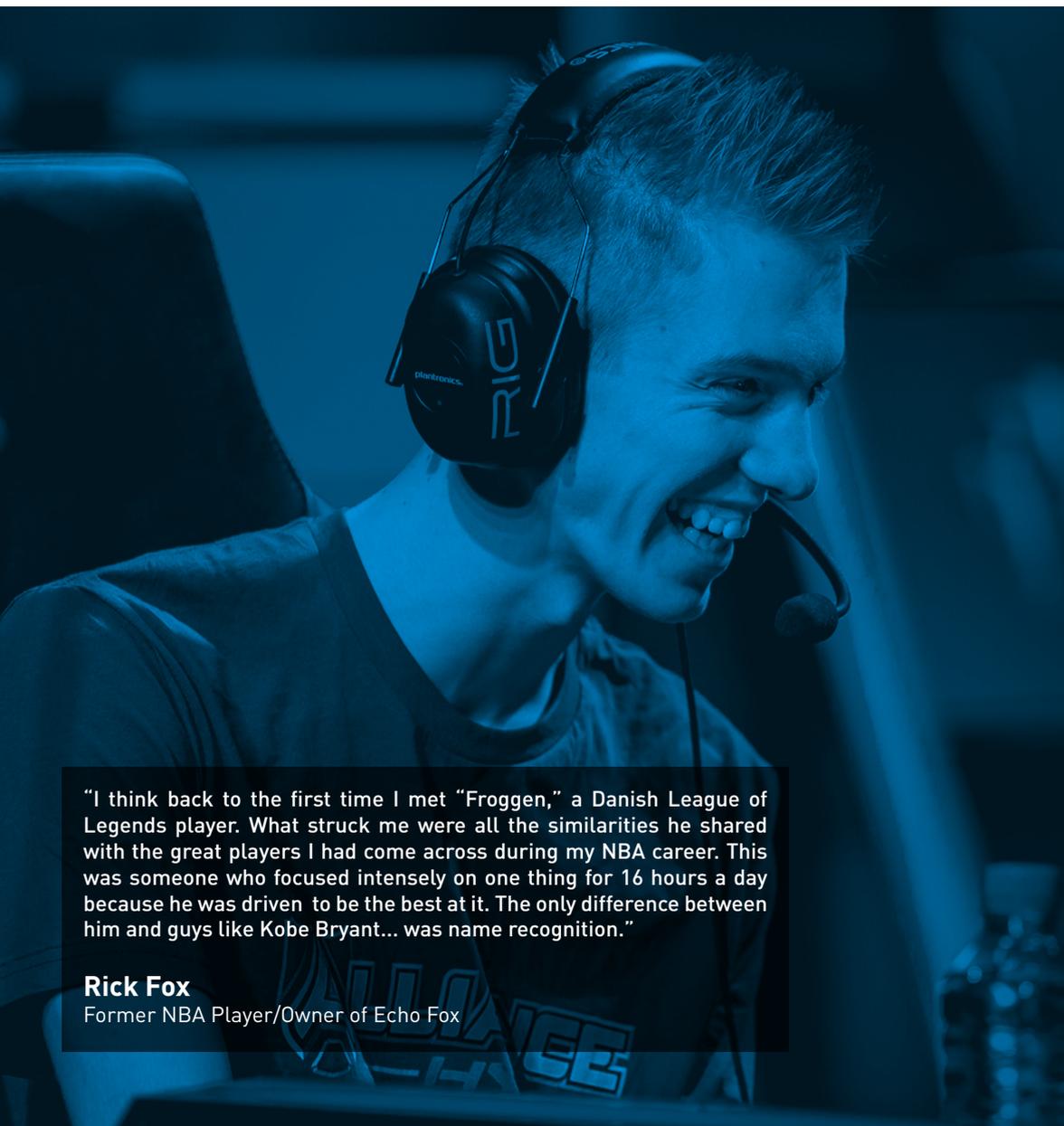
As one of the most recent sponsors of the newly formed Overwatch League (OWL), Sour Patch Kids not only gave product away at select tournaments but also drove brand awareness by using its sponsorship to create short-form, shareable social video content around its brand slogan “Sour, Sweet, Gone.”

The videos featured players’ in-game moments in a “Turning-Point” series where players turned a moment that was going sour into something sweet. Sour Patch Kids went further than mere sponsorship by releasing a constant stream of “Turning-Points” and giving fans engaging content that resonates with its core brand messaging.



**SOUR. SWEET. GONE.**

# THE RULES OF STORYTELLING STILL APPLY



"I think back to the first time I met "Froggen," a Danish League of Legends player. What struck me were all the similarities he shared with the great players I had come across during my NBA career. This was someone who focused intensely on one thing for 16 hours a day because he was driven to be the best at it. The only difference between him and guys like Kobe Bryant... was name recognition."

**Rick Fox**

Former NBA Player/Owner of Echo Fox

# 5

**ENDLESS OPPORTUNITIES FOR STORYTELLING**

**MARKETING FUNDAMENTALS REMAIN THE SAME**

**BRANDS HAVE A BIG ROLE TO PLAY IN CREATING CONTENT**

Where is the LeBron James of esports?

To date, the esports industry has catered content experiences to those already actively involved in the community. Much of the focus has been isolated to showcasing the small percentage of time spent in the tournaments rather than the personalities that live outside it. Existing esports fans don't need to search for the next event or for more information on a particular game. They either already know or can easily find it. As the industry has grown, so has the appetite for new fans to understand this world and the star teams and athletes who rule it.

In contrast, traditional sports have long leveraged the power of media to showcase the emotional side of sports, sharing the personal journeys, relationships and personalities that exist beyond the field. Inside the NFL, Real Sports with Bryant Gumbel, Soccer AM, and Around the Horn are all credible, authentic formats that draw on the passion of the fan and the personalities in and around the sport to create content that engages fans at scale.

There is no LeBron or Beckham in esports because no one has shined a light on esports stars to help attract and cater to new audiences, or give existing fans fresh content to continually engage them. This is both a challenge and opportunity. The good news is no matter the sport, storytelling and marketing fundamentals do not change, and the stories to be told are infinite.

Brands have a big role to play and must work with teams, leagues and content creators that understand the space to help create quality content that helps bring new fans into the industry and existing fans closer to the players they love.

# OMEN by hp

HP's line of gaming hardware and products, OMEN, are designed to help the next generation of esports athletes and casual gamers "Dominate the Game." HP sponsored a UK esports tournament, "The Gfinity Elite Series", but wanted to go one step further and authentically insert OMEN into the heart of UK esports.

HP partnered with DBLTAP to create a video-led series, showcasing the stories and personalities of the players competing in the Gfinity Elite Series.

Over a 10 week campaign, DBLTAP created and distributed 21 original videos, delivering unseen access to the conversations, personalities and happenings from the Gfinity Elite Series. Filmed backstage and in our London studios, each video credibly wove OMEN by HP's brand messaging, tone of voice and products into innovative content formats that leveraged each player's skill and unique personality.



**90%+**  
POSITIVE BRAND  
SENTIMENT

**1.9M+**  
VIDEO VIEWS



**1200+**  
HOURS OF CONTENT  
CONSUMED





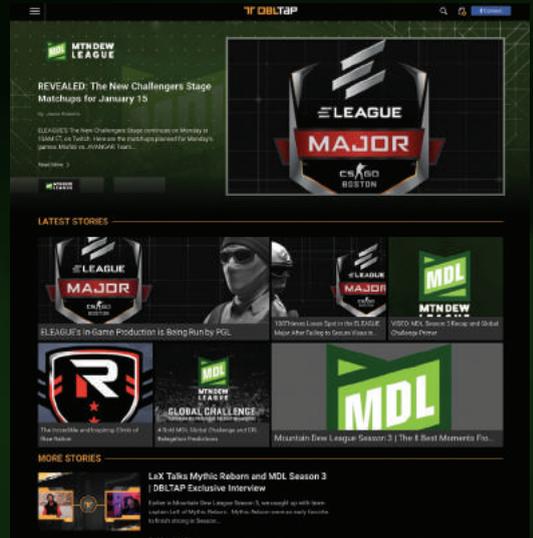
**MTNDEW  
LEAGUE**

MDL teamed up with DBLTAP to raise awareness of the MDL by leveraging seven unique multimedia formats and channels that would spread the word and raise excitement among their target audience.

The strategy focused on creating season highlights to build anticipation of the MDL Global Final over three months.

## MDL NATIVE HUB ON DBLTAP

- Never been done before custom MDL hub within DBLTAP discoverable through content on homepage and navigation bar
- Central location for MDL content
- Integrated links to MDL gamer hub



## BRANDED CONTENT

- Weekly MDL League Recaps
- Evergreen content that spotlighted the player/team personalities and their unique stories

## CUSTOM VIDEOS

- Recapping the season to create anticipation for the MDL Finals
- Providing exclusive DBLTAP predictions for the Global Finals



**27** WRITTEN  
ARTICLES

**2** CUSTOM  
VIDEOS



**1.3M** READS

**2.6M** VIDEO VIEWS

## DBLTAP USERS PLAY THE FOLLOWING GAMES



## LIFESTYLE

83%

PREFER NIKE OR ADIDAS AS THEIR FAVORITE APPAREL BRAND (NON-ENDEMIC STILL RELEVANT)

38%

OF DBLTAP USERS OWN A CAR AND LIST AUDI AS THE PREFERRED AUTO BRAND

85%

PLAY MORE THAN 5+ HOURS ONLINE WITH FRIENDS PER WEEK

## ANATOMY OF AN

## CONSUMPTION

79%

CHOSE TWITCH AS THEIR PREFERRED PLATFORM TO WATCH LIVE STREAM ESPORTS



# ESPORTS FAN

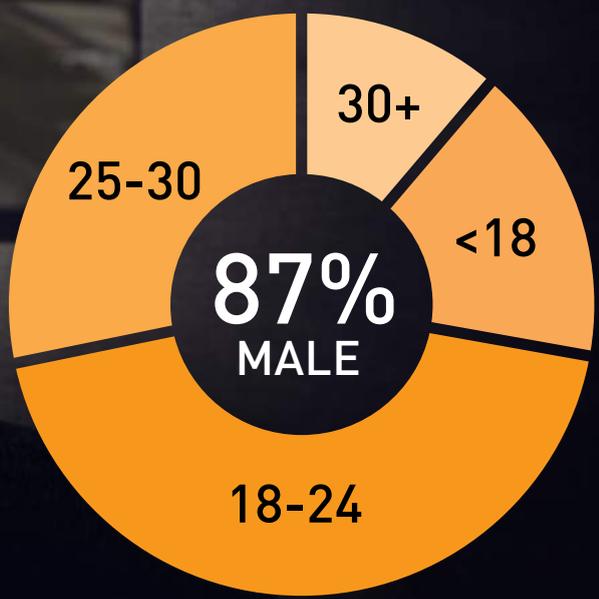
## COMMUNICATION

### DISCORD



33% of DBLTAP fans use Discord as a chat platform to connect with gamers and friends

## DEMOGRAPHICS



**87%** CHOSE YOUTUBE AS THEIR PREFERRED PLATFORM TO WATCH NON-LIVE VIDEO

**29%** GO TO REDDIT DAILY FOR NEWS

# TERMS

<b>FRAG</b>	A kill (associated with Counter-Strike)
<b>IN-GAME</b>	In game (as opposed to IRL/In Real Life). Do not say "in the game."
<b>AFK</b>	Away from keyboard
<b>GANK</b>	A third party coming "out of nowhere" to assist the first party
<b>SPAWN</b>	Refers to the location where a player will go when they start a game or are reborn (post-kill.) Also can be used as to spawn, spawning.
<b>ULT</b>	(Ultimate) A character's most powerful ability. It's normally on a long cooldown after use.
<b>HUD</b>	Head's Up Display - the information overlay each player has on their screen indicating status and information in items like lives, location, weapons
<b>NRG</b>	Random (some games have a lot of random factors, unexpected elements you can't prepare or strategize for)
<b>HAX</b>	A tongue in cheek way of saying someone cheated, lighthearted, not meant as a serious accusation. Used when someone does something "too good to be true."

# THE PEOPLE

<b>GAMER</b>	Anyone who plays video games, casual or professional
<b>PRO</b>	Gamers who compete for prize money at tournaments and/or draw a salary from competing in gaming. Can be part of an esports team or play individually.
<b>STREAMER</b>	Streams their gaming activity to an audience on platforms like Twitch. Primarily earn money through ad-revenue, subscriptions and fan donations. Streamers can be casual gamers or pros.
<b>ESPORTS TEAM</b>	Professional players who represent an organization and compete as a team in an individual game
<b>ESPORTS ORGANIZATION</b>	A company that has teams representing the organization in multiple games under the same brand. For example, Cloud9-Counter-Strike, Cloud9-League of Legends.
<b>DEVELOPER</b>	Companies who create the games that players compete on at tournaments (Sometimes referred to as a <i>Publisher</i> .)

# FORMATS

<b>BATTLE ROYALE</b>	Genre where players compete to be the last player standing against a large number of opponents (100+). Players start with minimal to no equipment and must scavenge weapons and other items and eliminate other players in an ever-shrinking 'Safe Zone' that forces encounters between players. The last man or team standing wins.
<b>FIRST PERSON SHOOTER</b>	A genre centered around gun and other weapon-based combat in a first-person perspective. I.e.: the player experiences the action through the eyes of the character.

## REAL TIME STRATEGY

Real-time strategy (RTS) refers to a time-based video game that centers around using resources to build units/structures to destroy their opponents' resources or defeat them.

## MULTIPLAYER ONLINE BATTLE ARENA

MOBA's require players to control usually a single character as part of a bigger team who compete to destroy an opponent's base or structure (Such as a Core or Crystal.) Teams periodically gain the help of non-player controlled characters (Bots) that opposing teams must fight against. Gameplay and action are focused in specific areas usually called 'lanes.'

## SPORTS SIMULATION

Simulates the recreation and play of a real-life sports game. Some games focus on the actual play of the sport and some focus on the strategy such as the Football Manager in FIFA. Sports simulation esports are typically played individually.

## COLLECTIBLE CARD GAME (CCG)

Strategic card games where players use their cards against an opponent to achieve an objective such as reducing an opponents health to 0 using card effects and abilities of each card. Games are commonly played between two players, though multiplayer formats are also common.

# COMPETITION

## LEAGUE

A group of matches and/or tournaments over a period of time in which teams will compete for a championship

## TOURNAMENTS

Typically one-off esports events that span over a number of days where teams will compete for a prize pool

## CASTER

The commentator on the live gameplay of an esports match or game. Often referred to as a shoutcaster.

## MAJOR

A significant tournament in each game's esports calendar that typically involves a larger than average prize pool and bestows significant status upon the winning teams

# PLATFORMS

## DISCORD

A free Voice Over IP (VOIP) software application used by gaming communities to chat across platforms

## TWITCH

A live streaming video platform owned by Amazon where contributors often stream themselves playing games

## REDDIT

A news and social aggregation, web content rating, and discussion website

# ORGANIZERS

## ESL

The world's largest esports company, and the oldest professional esports organization that is still operational organizing the most live events per year across the globe.

## DREAMHACK

A Swedish events production company that produces some of the largest gaming festivals and esports events across Europe and North America.

## MLG

Major League Gaming - An esports organisation that hosts many Call of Duty tournaments globally and now the Overwatch League. It was acquired by Activision-Blizzard in 2016.

## ELEAGUE

An owned and operated esports program by Turner Broadcasting who manage both leagues and tournaments across multiple games including the most recent Counter-Strike Major in January 2018

# STORIES BEYOND THE STAGE

**TC DBLTAP** | A DIVISION OF  
**MinuteMedia**  
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