



## DreamHack and MTG partner up to promote eSports

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**MTGx, the digital accelerator arm of leading international entertainment group Modern Times Group, has signed a multi-year partnership with DreamHack to broadcast eSports on MTG's video-on-demand websites and TV channels. DreamHack and MTG will also build a dedicated world class eSports studio in Stockholm, to produce and air a wide range of eSports leagues and tournaments.**

Competitive gaming is a fast growing, popular worldwide phenomenon, and the partnership between MTG and DreamHack will take eSports to the next level in the region. The first step will be to build the first dedicated eSports Studio in the Nordics, which will broadcast eSports content seven days a week, 365 days a year. The new studio will begin broadcasting later this autumn.

"MTG has always been at the forefront of entertainment, and we are proud to be able to show some of the best competitive gaming events in the world. Gaming is growing rapidly, and we already offer Nordic gamers the latest titles through Viagame. DreamHack is a leader in competitive gaming with a strong brand, and we look forward to being able to work together to make eSports even stronger and more popular," said Rikard Steiber, Chief Digital Officer of Modern Times Group and CEO of MTGx.

"We are proud to be working with MTG to continue growing and promoting eSports", said Robert Ohlén, CEO of DreamHack. "We're very excited about this Studio project and create new eSports content on a regular basis, but also combine that with our unparalleled stage production when it comes to live events. This partnership between DreamHack, a key part of the Swedish gaming community, and MTG, one of the pioneers in developing the Swedish media industry, is the natural step to make Stockholm the capital of eSports."

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### **About MTG and MTGx**

Modern Times Group (MTG) is an international entertainment broadcasting group with operations that span four continents and include free-TV, pay-TV, radio and content production businesses. MTG's Viasat Broadcasting operates free-TV and pay-TV channels, which are available on Viasat's own satellite platforms and third party networks, and also distributes TV content over the internet.

MTGx is a digital incubator and accelerator, focused on leveraging MTG's digital assets and content portfolio to provide world class video on demand experiences. MTGx is also committed to finding and developing a portfolio of new entertainment services and provides centralized digital skills and platforms for Modern Times Group's businesses across all of its markets.



#### **About DreamHack**

DreamHack is the World's Largest Computer Festival. DreamHack's roots and core is the LAN party, with the major events DreamHack Summer and Winter, where participants bring their own computers and connect to the Internet in a large local area network which basically BECOMES the Internet by sheer scale. DreamHack is also Sweden's first consumer-oriented trade show / event / festival for computer games, game consoles and computers. The events are a platform for tournaments in eSports, knowledge and creative competitions, concerts by famous music artists, lectures by game developers and much more.

#### **About eSports**

eSports is a collective term for organised video game competitions, and a large number of leagues and competitions are arranged annually around the world, with prize pools of up to USD 3 million for an event. The most common game genres in eSports are team-based strategy games like Dota2 and League of Legends, real-time strategy games like StarCraft II, first-person shooter games like CounterStrike:Global Offensive and fighting game franchises like Street Fighter and Tekken. The largest tournaments attract over 10 million unique viewers online, with more than two hours of coverage watched per viewer.

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