**AKAMAI TO PARTNER WITH DREAMHACK**

**TO HIGHLIGHT CYBERSECURITY, ATTENDING DREAMHACK MASTERS MALMÖ 2019**

STOCKHOLM, SWEDEN — **DreamHack** will partner with [Akamai Technologies](https://www.akamai.com/) at [Dreamhack Masters Malmö 2019](https://dreamhack.com/masters/malmo/) in Malmö, Sweden, to share data security insights and analysis of the threat landscape for the global gaming and esports industry. Akamai will be supporting DreamHack’s B2B initiatives at Dreamhack Masters 2019 in continuation of the joint efforts of both organizations to support a safe, secure and future proof environment for the gaming and eSports industry and its players.

In connection with the event, Akamai will be Lead Partner of the [NORDIC ESPORT SUMMIT](https://esport.confetti.events/)  organized by DreamHack and Content Lab and will feature a stellar group of speakers including Mike Elissen from Akamai Technologies who will share insights and data on the security threats in the gaming industry.

According to the [Akamai 2019 State of the Internet / Security Web Attacks and Gaming Abuse Report](https://www.akamai.com/us/en/resources/our-thinking/state-of-the-internet-report/global-state-of-the-internet-security-ddos-attack-reports.jsp), hackers have targeted the gaming industry by carrying out 12 billion credential stuffing attacks against gaming websites within the 17-month period analyzed in the report (November 2017 – March 2019). Credential Stuffing — an emerging threat that is also criminally lucrative — is a new form of attack to accomplish account takeover through automated web injection. It is related to the breaching of databases, and both attack formats accomplish account takeover. This puts the gaming community among the fastest rising targets for credential stuffing attacks.

“One reason we believe the gaming industry is an attractive target for hackers is because criminals can easily exchange in-game items for profit,” said Martin McKeay, Security Researcher at Akamai and Editorial Director of the ‘State of the Internet / Security Report.’ “Furthermore, gamers are a niche demographic known for spending money, so their financial status is also a tempting target.”

In one example of these attacks, criminals target popular games looking for valid accounts and unique skins — which are used to change the appearance of an item in a video game. Once a player’s account is successfully hacked, these items can then be traded or sold for profit.

“DreamHack Masters Malmö is one of our lighthouse events with some of the world's best CS:GO teams in attendance, but we are also extremely proud to have Akamai as part of our Nordic Esport Summit that will gather 200 business delegates to discuss the business side of gaming & esports” said DreamHack CSO Tomas Lyckedal. “Together, with Akamai, we want to lift these questions around online data security and instead help secure the continued growth and success of esports and gaming in a market where threats are increasing and attackers are getting smarter every day. Akamai is a trusted partner in the space and perfect fit as .”

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**ABOUT DREAMHACK**

DreamHack is all about entertainment for the digital generation. Founded in 1994 as a BYOC LAN party, DreamHack grew over 20 years to a global phenomenon as the digital festival for today’s youth, hosted throughout Europe and North America. DreamHack festivals feature multiple esports competitions, live music, exhibitions, creative competitions, LAN party, cosplay and much more. DreamHack helped pioneer esports and continues to be one of the largest global producers of esports content. Millions of viewers tune in from all over the world to watch DreamHack broadcasts every year. DreamHack events welcomed over 310,000 visitors in 2018.

More information is available at [dreamhack.com](http://www.dreamhack.com/). DreamHack is part of leading international digital entertainment group MTG. More information at [mtg.com](http://www.mtg.com/).