

DORNA SPORTS: MOTOGP™ ESPORT CHAMPIONSHIP

Dorna Sport, the exclusive commercial, television rights holder and promoter for MotoGP, three years ago launched the MotoGP™ eSport Championship, the very first eSport competition of the motorcycle racing sport. Critically acclaimed and ever growing, the MotoGP™ eSport Championship it's going bigger and better year by year. Since the first edition in 2017, 23 online qualifiers and 7 onsite events in a multiple MotoGP Grand Prix venue has been held. 16 TV partners broadcasted live the onsite events. 8 major sponsors including Red Bull, Michelin, BMW, Lenovo and Tissot amongst others supported the championship over these three seasons and the official digital channels on Facebook, Twitter, Instagram and Twitch reached more than 8 million engagements, 61 million video views, 228 million impressions becoming one of the biggest eSports based on a traditional Sport. Like in MotoGP, Dorna Sports manages all the sporting, commercial and media aspects of the MotoGP eSport Championship in-house, with its 360-degree event management approach. An experienced multinational team with a further part-time professionals during peak times, are key to Dorna's eSport Championship continued success.



FORMULA ONE DIGITAL MEDIA: F1 ESPORTS

F1 Esports is an industry leading esports programme. It is a key strategic initiative as part of F1's digital transformation to engage with a new and younger fan demographic who are digitally savvy, global and growing. F1 Esports is a significant pillar in the strategy to make F1 more accessible, reduce barriers to entry and participation for fans, as well as to create a new grassroots entry point into motorsport in the future. The programme engages with huge volumes of esports players in its Qualification stage across online and live activities, before giving the best the chance to be signed by an official F1 team at the Pro Draft, and represent them over a 12 race Championship; the Pro Series. It also extends the opportunity for race goers and F1 fans to engage and participate in the sport in a more immersive way through live F1 Esports activations at 18 of the 21 Grands Prix as well as 4 F1 Festivals annually. Now in its third season, it has been hugely successful and continues to grow both in terms of participation, engagement and viewership among target demographics.



NBA AND TAKE-TWO INTERACTIVE: NBA 2K LEAGUE

The NBA 2K League, a joint venture between the NBA and Take-Two Interactive, is a professional esports league featuring the best NBA 2K players in the world and the first official esports league operated by a U.S. professional sports league.

