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Super League Has a Banner 2020; Surpasses 2 Billion Video Views

The company saw significant increases in audience engagement, launched Virtualis Studios and delivered nearly 300 episodes of original content

SANTA MONICA, Calif., Jan. 14, 2021 (GLOBE NEWSWIRE) -- [Super League Gaming](#) (Nasdaq: SLGG), a global leader in competitive video gaming and esports entertainment for everyday players around the world, saw incredible success in pandemic-challenged 2020, **surpassing a whopping 2 billion video views, which is nearly 20 times the number in 2019.**

2020 proved to be a year of huge growth for Super League particularly in audience engagement. Compared to 2019, the company achieved:

- **Nearly 3 million registered users**, roughly 3 times last year's total and surpassing the goal of 2 million the company set for 2020.
- **2.4 million social followers** across Instagram, TikTok, Snapchat, Facebook, YouTube, and Twitch, which is nearly 6 times 2019's total.
- **72 million hours** of total gameplay across all platforms, nearly 5 times 2019's total.

To serve the massive increase in demand for quality gaming content, Super League **delivered 290 episodes of original content** across Snapchat and Instagram, which is **almost 5 times the amount of content produced in 2019.**

In addition, **the company also launched [Virtualis Studios](#)**, a fully-virtual production studio providing proprietary, state-of-the-art, scalable solutions for video, television, and branded content. In 2020, Virtualis was tapped to provide remote production services for awards shows, commercial shoots, branded esports tournament broadcasts and more.

"In a year of uncertainty, Super League was able to quickly -- and nimbly -- respond and recover. We delivered a strong second half of the year, providing avid gaming fans the content they craved and advertisers material reach to the elusive Gen Z and Millennial audience," says Ann Hand, Chairman and CEO of Super League Gaming. "Our business model is stronger, and 2021 is looking better than ever."

"2020 required a level of focus and dedication we are fortunate to have maintained, which enabled us to build exciting momentum as the year progressed," says Matt Edelman, Chief Commercial Officer for Super League Gaming. "The result has been the expansion of our commercial partnerships, our audience, and our content business, all of which are poised for further growth."

With the pending launch of **Super League Arena**, a monthly invitational esports tournament broadcast series featuring many of the world's top game titles, the company will continue to celebrate and reward amateur and semi-pro players as they strive to reach the next level of competition. Super League Arena Featuring Valorant will be live on SuperLeagueTV on Twitch on Thursday, January 21st.

About Super League Gaming

Super League Gaming ([Nasdaq: SLGG](#)) is a leading gaming community and content platform that gives everyday gamers multiple ways to connect and engage with others while enjoying the video games they love. Powered by proprietary technology systems, Super League offers players the ability to create gameplay-driven experiences they can share with friends, the opportunity to watch live streaming broadcasts and gameplay highlights across digital and social channels, and the chance to compete in events and challenges designed to celebrate victories and achievements across multiple skill levels. With gameplay and content offerings featuring more than a dozen of the top video game titles in the world, Super League is building a broadly inclusive, global brand at the intersection of gaming, experiences and entertainment. Whether to access to its expanding direct audience or the company's unique content production and virtual event capabilities, third parties ranging from consumer brands, video game publishers, television companies, traditional sports organizations, concert promoters, and more, are turning to Super League to provide integrated solutions that drive business growth.

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Forward-Looking Statements

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995. Statements in this press release that are not strictly historical are "forward-looking" statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements involve substantial risks, uncertainties and assumptions that could cause actual results to differ materially from those expressed or implied by such statements. Forward-looking statements in this communication include, among other things, statements about our possible or assumed business strategies, potential growth opportunities, new products and potential market opportunities. Risks and uncertainties include, among other things, our ability to implement our plans, forecasts and other expectations with respect our business; our ability to realize the anticipated benefits of events that took place during and subsequent to the quarter ended March 31, 2020, including the possibility that the expected benefits will not be realized or will not be realized within the expected time period; unknown liabilities that may or may not be within our control; attracting new customers and maintaining and expanding our existing customer base; our ability to scale and update our platform to respond to customers' needs and rapid technological change; increased competition on our

market and our ability to compete effectively, and expansion of our operations and increased adoption of our platform internationally. Additional risks and uncertainties that could affect our financial results are included in the section titled “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” in our Annual Report on Form 10-K for the year ended December 31, 2019 and other filings that we make from time to time with the Securities and Exchange Commission which, once filed, are available on the SEC’s website at www.sec.gov. In addition, any forward-looking statements contained in this communication are based on assumptions that we believe to be reasonable as of this date. Except as required by law, we assume no obligation to update these forward-looking statements, or to update the reasons if actual results differ materially from those anticipated in the forward-looking statements.



Source: Super League Gaming