



# PORTFOLIO

## 2022 Overview

2022 ALLIED ESPORTS PORTFOLIO







# ABOUT ALLIED ESPORTS

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## OVERVIEW

2022 ALLIED ESPORTS PORTFOLIO





# A CONTENT ENGINE FOR A WORLD OF GAMERS

Named one of the World's Most Innovative Companies by Fast Company, Allied Esports has been built to elevate and excite gamers, creators, competition and content with live events and production services that leverage an unmatched network of global properties.

- First mover in dedicated esports arenas and innovative infrastructure (2015)
- Owner and operator of the world's most recognized esports venue and production facility – HyperX Arena Las Vegas
- Developer of the world's first mobile esports arena – Allied Esports Truck
- Global property network designed to create scalable proprietary and third-party online and offline events, content, and programming





# A CONTENT ENGINE FOR A WORLD OF GAMERS

## OUR VISION

To become the gamer's #1 choice for top shelf content & in-person entertainment.

## OUR MISSION

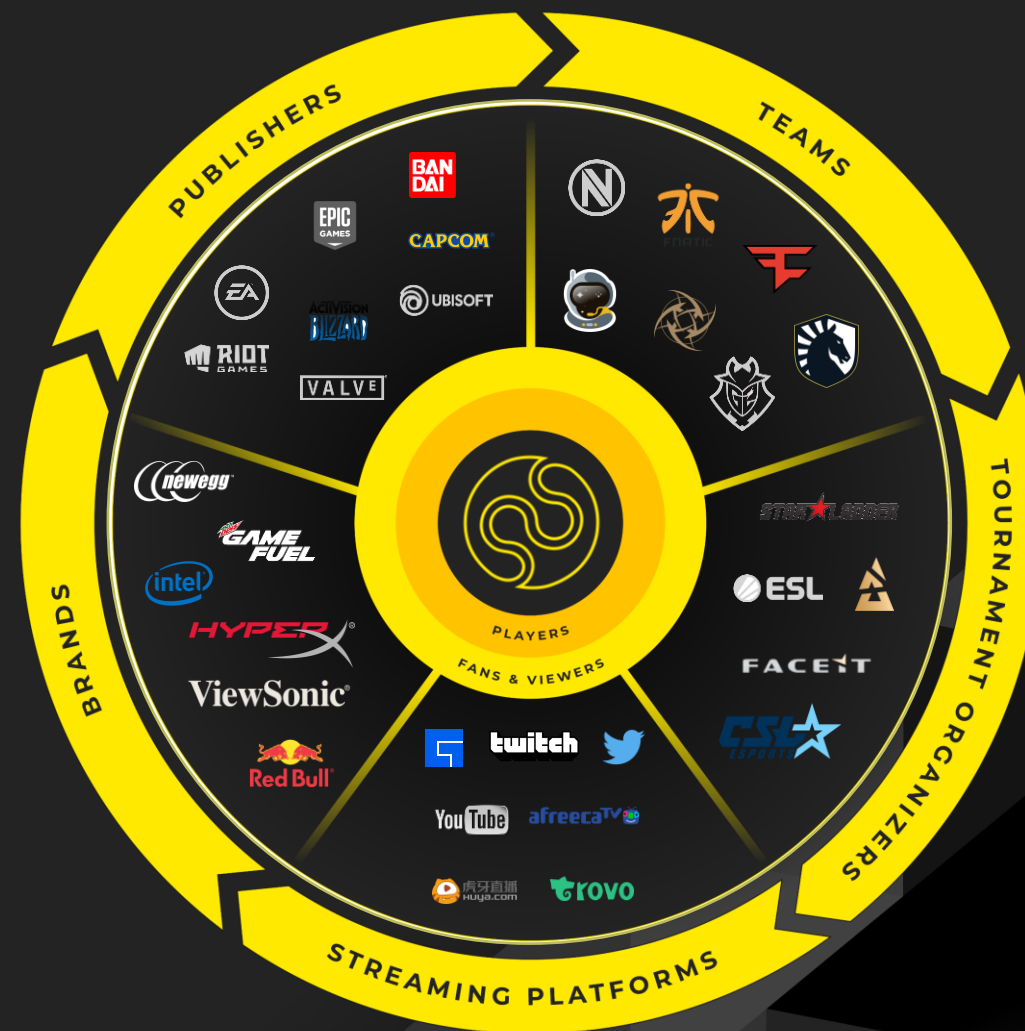
To elevate & excite gamers, creators, competition & content.



# CONNECTING THE ESPORTS ECOSYSTEM

Allied Esports is positioned at the center of the esports ecosystem connecting all facets of the industry with its most important audience – players, fans and viewers.

- **532 Million global** esports audience in 2022 of occasional viewers and enthusiasts\*
- **3 Billion Gamers** – ~40 % of the global population
- **34 billion hours** of content watched across all game streaming platforms in 2021 – Up 21% YoY
- **1.4 Billion** global live stream viewers by 2025



\*Newzoo | 2022 Global Esports & Live Streaming Market Report, Streamlabs 2021/22 | Activate Technology Media Outlook 2021



# ALLIED ESPORTS PROPERTY NETWORK



- Owned & Operated Properties
- Allied Esports Property Network (Affiliate Members)
- Proprietary Events & Content
- AE Studios & 3<sup>rd</sup> Party Productions



**FLAGSHIP ARENA**  
LAS VEGAS



**TRUCKS**  
NORTH AMERICA & EUROPE



**STUDIO**  
HAMBURG, GERMANY



**AFFILIATES**  
AUSTRALIA, CHINA





## PRODUCING CONTENT & EXPERIENCES

Allied Esports operates premier studio facilities producing esports and non-endemic events globally. Allied Esports produces dozens of tournaments, original content development, storytelling, and production services annually for marquee brands and streaming services:

- Long and Short-Format Development
- Esports Content Strategy
- Event & Tournament Production & Design
- Concept & Creative Direction
- Project Management & Operations
- Talent Management (Casters, Hosts, Players, Guests)
- Production & Streaming Distribution
- Social Media Strategy & Production



## PARTNERING WITH LEADING COMPANIES



## NOTABLE CLIENTS







# ALLIED ESPORTS PROPERTY NETWORK

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## OVERVIEW

2022 ALLIED ESPORTS PORTFOLIO



# ALLIED ESPORTS PROPERTY NETWORK

## AFFILIATE PROGRAM OVERVIEW

The Allied Esports Property Network is the world's first esports venue affiliate program. The Property Network is created for global operators, real estate owners and property managers interested in licensing Allied Esports' management know-how and team, procedures, use of business models, intellectual property, brand, event programming and rights to its branded products for their own dedicated esports venue.

Property Network membership is available for venues whether already built,  
under construction or in concept stage.



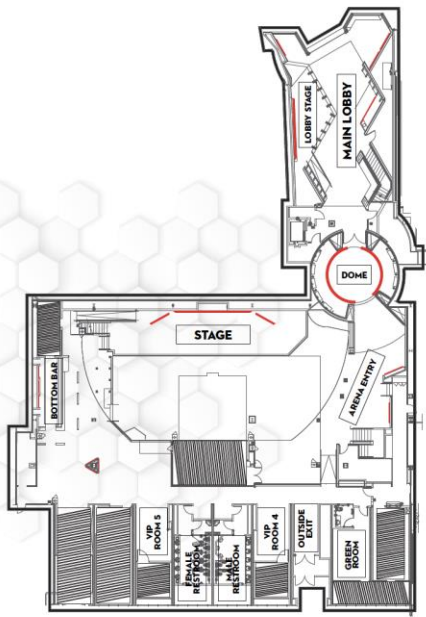




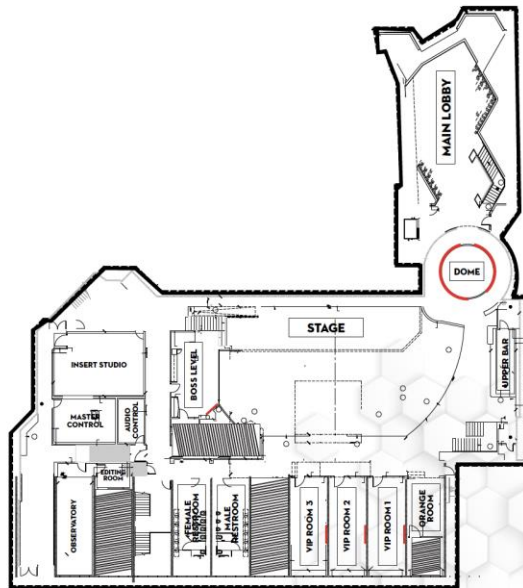
Located in the iconic Luxor Resort & Casino, the **HyperX Esports Arena** is a world-class destination transforming between a dedicated esports arena, entertainment venue for all ages, private event space, production studio and destination for social gatherings.

### HIGHLIGHTS

- 30,000 square-foot 2-level arena
- Full-service Catering
- 2 Full-Service Bars
- 3 VIP Rooms + Boss Suite
- 4 Open Lounge Areas
- The Lobby Gaming Area
- Immersive Dome Room
- State-of-the-Art Streamer Room
- Dedicated Retail Area
- 1,400 square-foot stage
- Buyout Capacity 1000
- Telescopic Stadium Seating (70)
- Broadcast Center & Studio
- 50-foot LED Video Wall
- 110 Gaming PCs
- Las Vegas Strip Accessibility



MAIN FLOOR PLAN



UPSTAIRS FLOOR PLAN



## ALLIED ESPORTS | TRUCK

The Allied Esports Trucks are 80 ft. long 35-ton semi-tractor-trailers which transform into a full-fledged competition stage and broadcast truck. The state-of-the-art mobile arena and production trucks are a spotlight for gaming and entertainment events across the globe. The Allied Esports Trucks can expand experiential and tournament footprints across many locations.

### KEY ELEMENTS

- Main Stage
- Game Day Desk
- Roof Top VIP Level
- Production Room
- Social Media Room



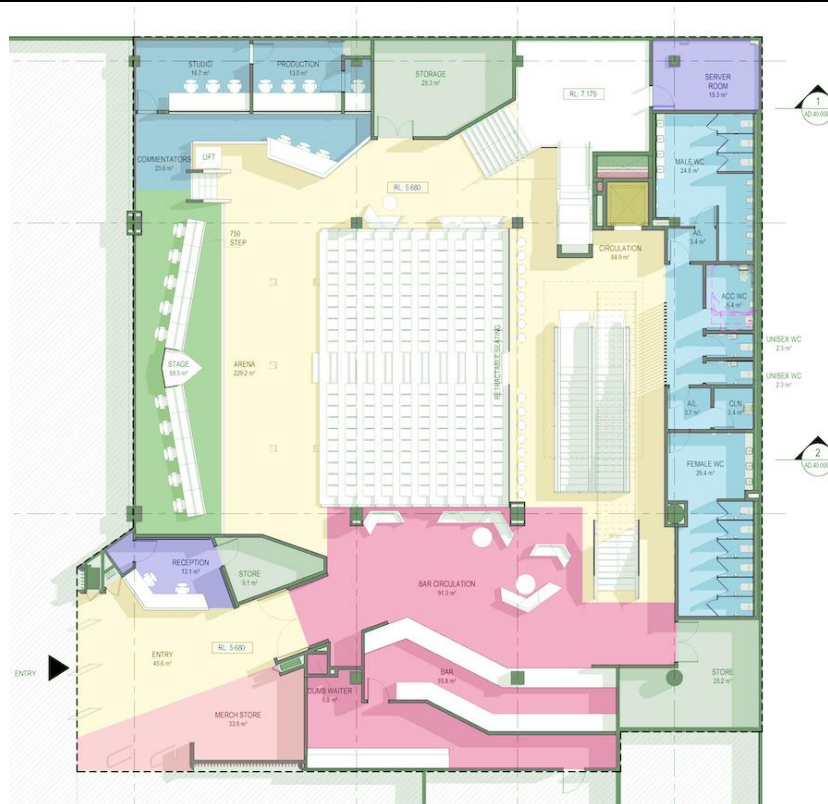


## FORTRESS MELBOURNE

As the first affiliate member of the Allied Esports Property Network, Fortress Esports has been an integral partner to Allied Esports. With over 2,700 square meters at the Emporium Mall in the heart of Melbourne, Fortress Melbourne is the largest permanent esports structure in the Southern Hemisphere.

It incorporates an esports arena, the Alienware Arena, as well as 160 premium Alienware PCs. In addition to the competition and production facilities, Fortress also offers various entertainment areas including gaming lounges, arcade, two bars, private party space and “the Tavern” themed premium dining experience.

A home for all gamers with a mission to ignite the passion of gaming in everyone.







# AE STUDIOS

## 2021 PORTFOLIO

2022 ALLIED ESPORTS PORTFOLIO







# PROGRAMMING & CONTENT

A subsidiary of Allied Esports, AE Studios serves as the original content development, storytelling, and production services arm focused on music, pop culture, and sports entertainment.

AE Studios leverages Allied Esports' years of digital content creation, a global production team, and world-class facilities including the HyperX Esports Arena in Las Vegas, and its production studio in Hamburg, Germany.

- Long and Short-Format Development
- Motion Capture
- Event & Tournament Production & Design
- Concept & Creative Direction
- Project Management & Operations
- Talent Management (Casters, Hosts, Players, Guests)
- Production & Streaming Distribution
- Social Media Strategy & Production





## CASE STUDY

# ELEVATED, SEASON 1

Presented by **Progressive Insurance**



## SEASON 1 RESULTS

The first **4-episode** mini-series in March 2022 delivered:

### VIEWERSHIP

**10.4M**

Live Views

**2.6M**

VOD Views

**39K**

Peak CCV

**30K**

Average CCV

**22.5M**

Minutes Watched

**1.3B**

Impressions

**\$7.3M**

### TOTAL MEDIA VALUE

#### Partners

- Progressive Insurance
- Tyson Foods
- HyperX

**ELEVATED**

PRESENTED BY  
**PROGRESSIVE**

DISCOVER AND BOOST YOUR NEW FAVORITE STREAMER

**MARCH 16, 17, 23, 24 5PM PST**

**TWITCH.TV/HITPOINTONE**



**ELEVATED** **PROGRESSIVE** SUPPORT AGENT  
OF THE DAY



**34**

TIMER

**02:51**



**ELEVATED**

NOW LIVE: MaceJams  
CHANNEL TAKEOVER

**PROGRESSIVE**





## CASE STUDY

# CELEBRITEE SHOWDOWN

Presented by *American Family Insurance*



## SEASON 1 – 3 RESULTS

First 3 Seasons totaled 30 episodes over 15 weeks, delivering:

### VIEWERSHIP

**25M**

Live Views

**10M**

VOD Views

**85K**

Peak CCV

**20K**

Average CCV

**51M**

Minutes Watched

**3.1B**

Impressions

**\$16.5M**

### TOTAL MEDIA VALUE

#### Partners

- American Family Insurance
- TruGolf
- E6





# PROGRAMMING & DISTRIBUTION

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## 2022 OVERVIEW

2022 ALLIED ESPORTS PORTFOLIO





# PROGRAMMING & CONTENT SNAPSHOT

## Allied Originals

Ninja Vegas '18, ELEVATED, PlayTime with KittyPlays, Simon Cup, Odyssey, Allied Esports R6 Minor, CS:GO Legend Series



## Community Programming

Fragz ft. Fortnite, Knockdown! ft. FGC titles, Saturday Night Speedway ft. Mario Kart, Spike Drop ft. VALORANT



## Esports Channel Programming

TV Azteca, Azteca Esports, eLiga MX, Nation vs. Nation, Gears of War, LOL Liga Latinoamerica



## Third Party Productions

Riot, Nintendo, Capcom, NHL, NBA2K League, Twitch, Mtn Dew Game Fuel, NASCAR Heat, Trovo Titans



# EVENTS & CONTENT PORTFOLIO

## I. ORIGINALS

- Ninja Vegas '18
- Ninja #comesayhi
- Esport Superstars Hearthstone I & II
- Esport Superstars Paladins
- Legend Series Seasons 1-13
- Allied Esports Odyssey
- Allied Esports Rainbow Six Vegas Minor
- PlayTime with KittyPlays Ep1 & Ep2
- Simon Cup
- Trovo Holiday Royale
- Day One

## II. COMMUNITY PROGRAMMING

- Knockdown! Fight Night
- Frags
- Saturday Night Speedway
- Champions of Vegas
- Combustion Series

## III. CHANNEL PROGRAMING

- AZE Circuit – Community tournament programming
- E-Liga MX – TV and Digital crossover success
- Liga MOVISTAR Latinoamerica
- Gears of War Latin American League
- Nation v Nation
- Glory Road
- Tower of Death
- Ninja Vegas '18 (4 episodes, Espanol)
- Streamer Programs – Nina Rata, etc.

## IV. 3<sup>RD</sup> PARTY EVENTS & CONTENT

### NA

- Red Cross Rescue Royale
- Trovo Titans 2019, 2020
- LOL All-Star 2018, 2019
- Capcom Cup 2018, 2019
- Super Smash Bros NA Open
- NHL Gaming World Championship
- NBA 2K League “The Turn”
- NASCAR Heat Champions
- Dragon Ball Legends Showdown
- Soulcalibur VI World Invitational
- Drone Racing League
- Newegg Triple Crown Royale
- Twitch Prime Day Crown Cup
- World Poker Tour
- LAFC Online Tournaments
- NFL Alumni / ESTV Covid-19 Charity Tournaments
- AAF Quarterback Draft
- BIG3 Draft
- Big Buck Hunter World Championship

### EU

- Mtn Dew Game Fuel League 2018 & 2019
- 3 Ireland EStars
- Gamevention & DIGI1
- HyperX Game Spotlight
- Intel Extreme Masters: HyperX
- Husum Congress Center
- Resonate Total Gaming Festival Scotland
- Holstein Kiel
- Dokomi
- Twitchcon Berlin: Amazon Games
- Wacken Open Air Festival: HyperX
- Werner Rennen 2018 & 2019





# ORIGINAL PROGRAMMING

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2022 ALLIED ESPORTS PORTFOLIO





## ORIGINAL PROGRAMMING



Allied Esports participated in Riot Games' early stage official esports program for popular first-person shooter game VALORANT. The VALORANT Ignition Series has allowed a select global group of licensed tournament operators to organize exclusive VALORANT events and Allied Esports launched the newly created Odyssey event format that pits the top teams in Europe against one another competing over 6 days.

## HIGHLIGHTS

Participating Teams: **6 teams; 4 invited, 2 qualified**

Format: **3 matches per day**

Twitch Streams: **28 channels**

Hours Watched: **843,760 hours**

Unique Viewers: **2.7 Million over 6 days**







## ORIGINAL PROGRAMMING

The VIE.gg CS:GO, Rocket League, League of Legends, Overwatch, COD Blackout, & Valorant

Legend Series launched in 2017 as Allied Esports' first online tournament offering focused on driving mass participation. The series has covered 6 different game titles and hosted 12 seasons of events.

The 13<sup>th</sup> Season of Legend Series and Season 6 of CS:GO Legend Series is partnered with online sports book Vie.gg. The event and format, spearheaded by Allied Esports EU, has been designed to organize the most number of matches over a highly active 2-week period creating the highest amount of sports betting opportunities for our partner. This is Allied's first direct monetization of sports betting and includes numerous features designed to enhance the broadcast experience for our partners.

## HIGHLIGHTS

- **7,500+ competitors** since 2017 launch
- CS:GO Legend Series has been played in NA, EU and China with a global competition in 2018 across the Allied Esports Property Network

## VIEWERSHIP

- **Over 270 hours streamed**
- **660K+ Total Twitch Views**



PLAYOFF MATCH 1			
HERETICS	16	13	16
CPH FLAMES	11	16	7
SEPT 9   8:00AM PST/17:00 CEST			

SEMI-FINALS 1						
HERETICS	12	16	16	16	X	
HELLRAISERS	16	12	13	9	X	
SEPT 11   8:00AM PST/17:00 CEST						

PLAYOFF MATCH 2			
FATE	17	16	9
HELLRAISERS	19	11	16
SEPT 9   11:00AM PST/20:00 CEST			



VIE.GG CS:GO LEGEND SERIES						
HERETICS	11	7	14	X	X	
WINSTRIKE	16	16	16	X	X	
GRAND FINALS   SEPT 13   8:00AM PST/17:00 CEST						



PLAYOFF MATCH 3			
NEXUS	7	4	16
TEAM SECRET	16	16	9
SEPT 10   8:00AM PST/17:00 CEST			

SEMI-FINALS 2						
TEAM SECRET	7	17	11	16	16	
WINSTRIKE	16	19	16	8	10	
SEPT 12   8:00AM PST/17:00 CEST						

PLAYOFF MATCH 4			
NEMIGA	X	4	8
WINSTRIKE	X	16	16
SEPT 10   11:00AM PST/20:00 CEST			

The 13th Legend Series and 6th edition of CS:GO Legend Series is partnered with online sports book Vie.gg. The event and format, spearheaded by Allied Esports EU, has been designed to organize the most amount of matches over a highly active 2-week period creating the highest amount of sports betting opportunities for our partner. This was Allied's first direct monetization of sports betting and includes numerous features designed to enhance the broadcast experience for our partners.

## EVENT INFORMATION

**DATES:** August 31, 2020 – September 13, 2020

**PRIZE POOL:** 50,000 Euro

**PARTICIPATING TEAMS:** 12 Teams

**FORMAT:** 6 matches per day

twitch



1.7 M

Unique Viewers

1.0 M

Hours Watched

98.9 K

Peak Twitch Viewers





# NINJA VEGAS



NINJA Vegas '18 was a watershed moment in the world of professional esports. It was a high-production hybrid of world-class competitive gameplay enhanced by an experimental variety show format that was entirely Las Vegas and resulted in the most-watched entertainment/esports crossover event of all time featuring players from all over the world in a uniquely designed competitive format focused on a single personality: **Tyler "Ninja" Blevins.**

## EVENT STATISTICS

- AIRTIME: 7 hours 34 minutes
- HOURS WATCHED: 3,158,979
- PEAK CONCURRENT VIEWERS: 668,522
- TOTAL VIEWERS: 3,345,917
- AVERAGE CONCURRENT VIEWERS: 417,486

## RECORD BREAKING NIGHT

- BROKE RECORD FOR HIGHEST CONCURRENT VIEWERS ON A TWITCH STREAM BY AN INDIVIDUAL STREAMER
- 13th MOST WATCHED CONCURRENT VIEWERS ALL TIME ON A TWITCH STREAM

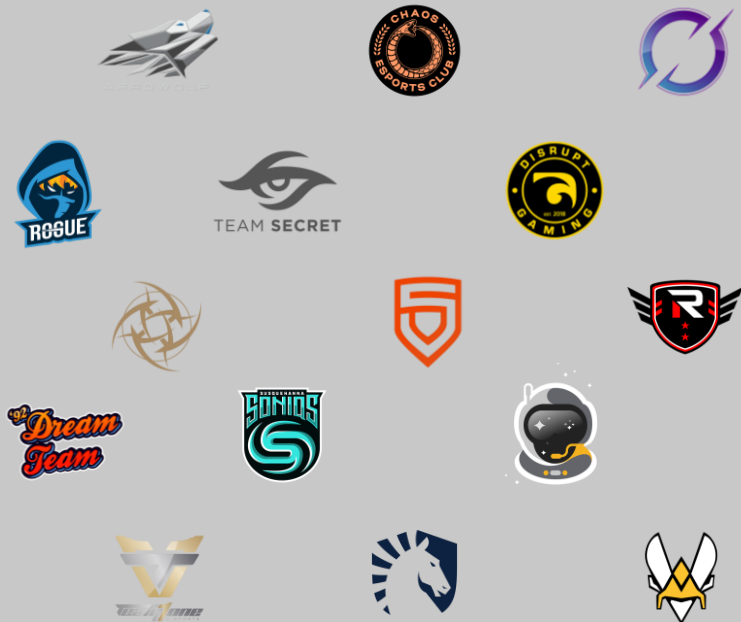




## NINJA #COMESAYHI

Ninja made his official return to HyperX Esports Arena in January 2020 streaming once again from the main stage during the launch of his personal skin in Fortnite.





Allied Esports was engaged by Ubisoft to host the first Tom Clancy's Rainbow Six Siege Minor event of 2019 – one of four Rainbow Six minor events globally that year – at its flagship property, HyperX Esports Arena Las Vegas. The three-day event featured a total of 16 teams, including 12 Pro League or Challenger League teams and four winners from online qualifiers battling for a \$75,000 prize pool. The Allied Esports Vegas Minor event was free to attend and open to the public and streamed in full on official Rainbow Six content channels as well as on Twitch at [twitch.tv/AlliedEsports](https://twitch.tv/AlliedEsports).

#### VIEWERSHIP HIGHLIGHTS

- 28,214 Peak Viewers
- 843,239 Total Views
- Simulcasted on Twitch, YouTube and Mixer

# 6MINOR



## ORIGINAL PROGRAMMING

A nationwide amateur Fortnite tournament launched with partner Simon Malls including on-mall promotion, influencer marketing, online and on-mall qualifying competition and a Grand Final at HyperX Esports Arena Las Vegas. The event was designed to expand to additional Simon malls bringing esports experiences to all major properties.

## HIGHLIGHTS

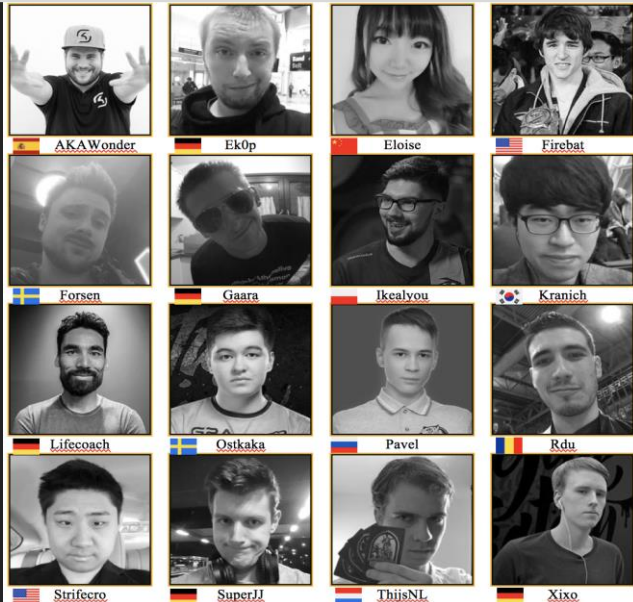
- Promotion at 13 malls in NY and CA including entry ticket distribution
- **REGISTERED PLAYERS:** 10,461
- **EVENT ATTENDANCE:** 5.6K
- **SOCIAL MEDIA IMPRESSIONS:** 5.6M
- **INFLUENCERS:** FAZE CLAN

FEATURING  
**FORTNITE**





*Esport Superstars* is Allied Esports' first global entertainment brand and launched in 2016 designed to bring together top pros against top content creators over two days of competition in Blizzard's digital collectible card game Hearthstone.



## HIGHLIGHTS

10 COUNTRIES

5 STREAMED LANGUAGES ON REGIONAL PLATFORMS



VIEWERSHIP

- **Global Views:** 4.27 Million
- **Twitch Views:** 672,000
- **Views on China's Douyu.com:** 3.3 Million

## PARTNERS



**ROCCAT**  
SET THE RULES



**RAZER**



**noblechairs**

**AOC**



A live esports entertainment and variety show, featuring top influencers and celebrity guests; competitive gameplay across a range of game titles and genres; fan interaction and participation; and unique commentary on current news and esports issues all streamed in front of a live studio audience at HyperX Esports Arena Las Vegas.



## SHOW HIGHLIGHTS

2 EPISODES

FEATURED GUESTS

- Episode 1: TSM\_Myth, NFL's Baker Mayfield, Pokimane, Bizzle
- Episode 2: DrLupo, MLB's Trevor May

Presented by Gamespot



## THE DROP-IN

This was the first deployment of a unique feature designed to have talent from their homes interact with our hosts in-arena. This was used with Pokimane, Bizzle and DrLupo.

## VIEWERSHIP

PEAK VIEWERS: 19,066

TOTAL VIEWS: 201,496





**DAY ONE** was a first of its kind esports entertainment concept celebrating the launch of *Tom Clancy's The Division 2* by Ubisoft in an innovative format that was a combination release party + movie premiere. The program brought fans and streamers together on the day the game dropped, with campaign playthroughs by the streamers and team battles with fans. The program was also notable for mobilizing participating streamers to create a pop-up network to cast the program from multiple points of view live to their audiences throughout the event.

## EVENT INFORMATION

**LIVE LAUNCH EVENT:** March 19, 2019

**FEATURED GAME:** *Tom Clancy's The Division 2*

**13 STREAMERS:** Broadcasted live from the arena



# COMMUNITY PROGRAMMING

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2022 ALLIED ESPORTS PORTFOLIO







An event for all generations, Saturday Night Speedway is the most electrifying night in gaming. Live from the HyperX Esports Arena, this high octane, in-arena Mario Kart tournament and live experience provides unique entertainment, content and competition that transcends all gamers.

With the competitors commuting from different states, Saturday Night Speedway has begun gaining national prominence with organically grown clips featured on ESPN Esports and Barstool Sports social accounts. A most recent clip was viewed ~500K times and is one of the most viewed Mario Kart clips of all time on Twitch.

#### HIGHLIGHTS

Episodes: **100+**

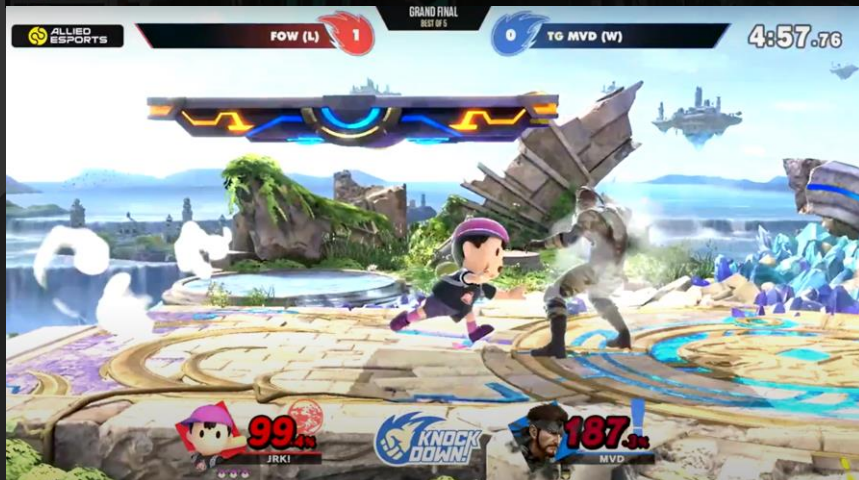
Family-Friendly

Strong Community of players across North America



SEMI-FINAL #2 STANDINGS			
NAME	SCORE	NAME	SCORE
#1 SNEAKZ	61	#7 TZOVGO	41
#2 IMMORTALMAN2650	60	#8 CHERRY	36
#3 JDX I	59	#9 BOHS	35
#4 KARMA	51	#10 JEDATA	27
#5 KATNIPDEALER	45	#11 SPRTSJOEY1	24
#6 ANKLES	44	#12 BATGAV	9





## Community Programming



Knockdown! is one of the most exciting Fight Nights in gaming! Hosted at the HyperX Esports Arena, the fighting game community battles their skills playing Tekken 7, Guilty Gear Strive and Super Smash Bros. Ultimate. Top players from all over the west coast compete to top the leaderboard to earn a spot in a quarterly championship event – Edgeguard.



## SERIES HIGHLIGHTS

DATES: Every Friday night

# OF EVENTS: 10 as of Aug 2021

**SUPER  
SMASH BROS.<sup>™</sup>  
ULTIMATE**





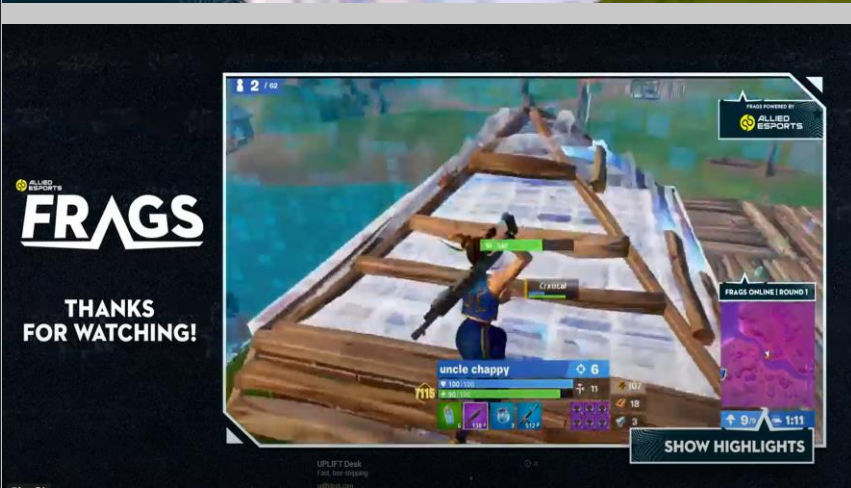
# FRAGS

Frag featuring Fortnite has become the mainstay of Las Vegas' battle royale scene with tournaments happening weekly at the HyperX Esports Arena filled with both players and fans. With the top Fortnite talent in Las Vegas competing in a Custom Lobby, Friday Frags requires players to flex their innovation and expertise each week to pick up the Victory Royale.

HIGHLIGHTS

Episodes: **100+**

Strong Community of players across North America



FEATURING  
**FORTNITE**



## GAMERS.VOTE FRAGS TAKEOVER

Gamers.Vote is an organization that focused on urging the gamer demographic to participate in the upcoming US elections by registering to vote. Allied Esports produced Friday Frags featuring Fortnite on July 31 to include special guests and interviews with talent all over the US educating our audience on the importance of voting and how to register. The event also placed Allied Esports' Twitch channel on the Twitch home page for the bulk of the day providing significant promotional value for our content.





Claven left the match

Shabou opp

Danou left the match

Buddy: gga

LEMONPUPPY: y

DANGLES: What

Lemonpuppy left

ROUND 2

NEFARIOUS 2

NEW ERA 0

TEAM ALUR 0

THE JUICERS V2 2

RBG ESPORTS 2

ESOTERIK GAMING 0

PICKUP TEAM 2

VENUS VIXENS 0

CRIMSON WINGS 2

FIGURE 8 ESPORTS 0

THE LOVE BELOW 1

LAST LAUGH 2

SOINSANEGAMING 2

INCONTROL NATION 0

UWU 2

SHATTERED DREAMS 0

QUARTER FINAL

ORANGE

NEFARIOUS 2

THE JUICERS V2 0

RBG ESPORTS 2

PICKUP TEAM 1

CRIMSON WINGS 2

LAST LAUGH 1

SOINSANEGAMING 2

UWU 0

SEMI FINAL

NEFARIOUS 2

RBG ESPORTS 1

CRIMSON WINGS 2

SOINSANEGAMING 0



## Community Programming



The Combustion Series was a product of Allied Esports' shift to online events during the COVID-19 pandemic. Rocket League was one of our most consistently successful tournaments and in response to that we launched a series featuring 4 qualifier events and a broadcasted final with the top 8 teams from each qualifying event. This event is unique due to the inherent storytelling that comes with recurring player participation.





# PROGRAMMING HIGHLIGHTS

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2022 ALLIED ESPORTS PORTFOLIO





### III. ESPORTS CHANNEL PROGRAMMING

Allied Esports and TV Azteca, the top sports channel in Mexico and one of the two largest producers of Spanish-language programming in the world, formed a strategic alliance in June 2019 to create and produce esports events and content and to launch Mexico's first 24-hour digital channel dedicated to esports and video game culture, Azteca Esports (AZE).



**TOWER OF  
DEATH**





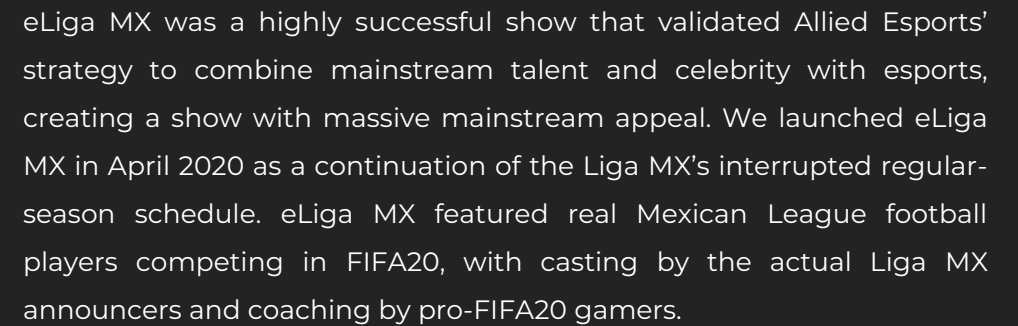
Allied Esports and TV Azteca launched the Azteca Esports digital channel in April 2020. Together, we built the foundation of the channel in Summer 2019, producing 3 programs: Nation vs. Nation, Glory Road, and Tower of Death. We added league tentpoles Liga Latinoamerica (LOL) and Gears 5 Pro League (GOW) in November 2019. With daily programming since its launch in April anchored by its two competitive leagues, AZE has experienced phenomenal growth that is driven by such innovative esports entertainment content as eLiga MX, Nina Rata and the AZE Circuit.

## KICKOFF

- **Launched April 2020**

**LATIN AMERICA**





- **Launched April 2020**

## LATIN AMERICA



#LLAxAzteca



ASÍ LO NARRAMOS

#LLAxAzteca



Liga MOVISTAR Latinoamerica is a twice weekly production of Riot's League of Legends Latin American league. It is produced in partnership with the Arena Cinemex movie theater group, which has built a dedicated arena at one of its premiere locations in Mexico City.

## KICKOFF

- **Launched November 2019**
- **Twice weekly weekend broadcasts**

**LATIN AMERICA**



TEAM AGARTHAS



HIVE

ESTELU

ASYLUM

TRAINING GROUNDS

EXHIBIT

WIN 5 - 2

WIN 5 - 0



GEARS  
ESPORTS

Gears 5 Pro League is a live weekly production of the Gears of War Latin American league, featuring top Mexican teams and the Gears 5 World Championship.

GEARS OF WAR  
WINTER PRO LEAGUE



CASTERS



Arath "ArathGG" Gonzalez

@ArathGG



Isabella "Cherigan" Wolfson

@Cherigan



Edward "Crush"

@Edward\_Crush



Luis "ElCanero" Canero

@ElCanero08



Alberto "Betruc" Alcarón

@Betruc01

#GearsxAzteca



## KICKOFF

- Launched November 2019
- Weekly live broadcast

LATIN AMERICA





# NATION VS NATION

Nation vs. Nation was a first of its kind live invitational, featuring a unique “David & Goliath” international entertainment showdown format. The event was held in person at the Foro Totalplay, pitting a field of 40 Mexican players vs. an all-star squad featuring top US pros and streamers: FatalIty, Vegas, Avori, and Miccoy. The event was Allied Esports’ first event and broadcast production in Latin America and its first event license with PUBG Corp. It reached over two million viewers across TV Azteca’s broadcast channels.

## KICKOFF

First co-production with Azteca, a one-day live event broadcast May 14, 2019

**LATIN AMERICA**





# GLORY ROAD

Glory Road was an original Super Smash Bros Ultimate event that featured more than 60 community players competing for two days. The show was designed with a "Ninja Vegas '18-esque" format featuring Mexican pro player and 2019 world champion MkLeo and his biggest rival, American player Samsora. Together they captained two teams competing against each other in an escalating format. The production registered a reach of more than seven million people through TV Azteca's digital platforms, comparable to TV Azteca's broadcasts of Canelo Alvarez's international boxing matches and the Super Bowl.







# TOWER OF DEATH

The Tower of Death featuring Mortal Kombat 11 was an exciting event program designed to maximize engagement in a live setting. Allied Esports developed its free-flowing qualifying format around the classic king-of-the-hill mechanism that is popular in arcades all around the world to this day. The event was sponsored by Captain Morgan, and pitted players against each other in a relentless battle for supremacy.







# THIRD-PARTY EVENTS & CONTENT

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2022 ALLIED ESPORTS PORTFOLIO



## IV. THIRD-PARTY EVENTS & CONTENT

### NORTH AMERICA

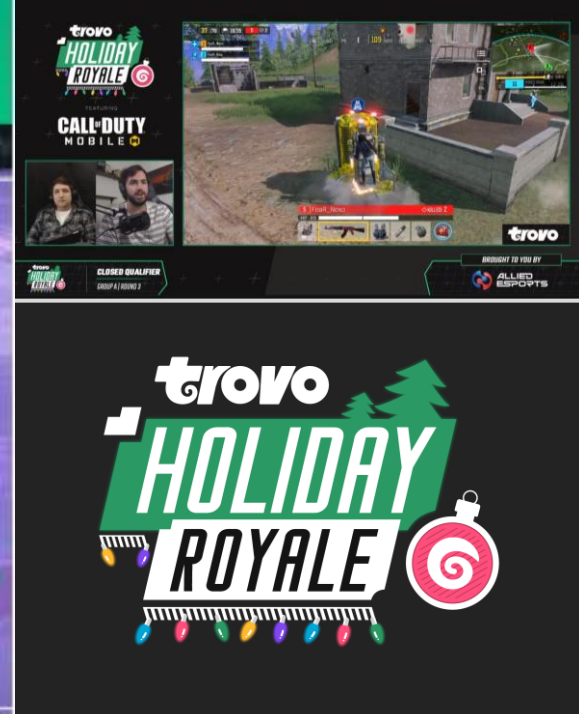
- Red Cross Rescue Royale 2021
- Trovo Titans, 2020, 2021
- LOL All-Star 2018, 2019
- Capcom Cup 2018, 2019
- Super Smash Bros NA Open
- NHL Gaming World Championship 2018, 2019
- NBA 2K League "The Turn"
- NASCAR Heat Champions
- Dragon Ball Legends Showdown
- Soulcalibur VI World Invitational
- Drone Racing League
- Newegg Triple Crown Royale
- Twitch Prime Day Crown Cup
- World Poker Tour

- The Clubhouse
- LAFC Online Tournaments
- NFL Alumni / ESTV
- AAF Quarterback Draft
- BIG3 Draft
- Big Buck Hunter World Championship

### EUROPE

- Mountain Dew Game Fuel League 2018 & 2019
- Gamevention & DIGII
- HyperX Game Spotlight
- Intel Extreme Masters
- Husum Congress Center
- Resonate Total Gaming Festival Scotland
- Holstein Kiel
- Dokomi 2018, 2019
- Twitchcon Berlin
- Wacken Open Air Festival
- Werner Rennen 2018 & 2019





## TROVO TITANS 2021, TROVO HOLIDAY ROYALE 2020

FORTNITE



CALL OF DUTY  
MOBILE

A partnership with Tencent-owned streaming platform Trovo on a collection of battle royale tournaments at the end of 2020 spanning 3 games over 9 days of tournament action and live streams on Trovo with over 1,000 players competing. Allied oversaw the development of the tournament brand and format, player acquisition, administration of the tournament, all aspects of production and engagement in broadcast and across social media.

Expanding to a 7-month program called Trovo Titans featuring 285 tournament days across North America, Latin America and Europe in 2021.





*"It's really nice going to a venue where they do specifically esports, instead of having to go teach people about esports. HyperX Esports Arena is really a turnkey solution for us."*

Riot Games  
Head of Production & Operations

## LOL ALL-STAR; 2018, 2019



One of the most highly anticipated and entertaining events of the year on Riot Games' League of Legends calendar, HyperX Esports Arena has been the home of the LOL All-Star event in 2018 and 2019. The event features the top pro players and content creators from around the world. In addition to serving as the venue where content is generated from all corners of the arena from game play, hosts and analysts, casters, player interviews, media interviews, sponsor activations and more, Riot works with the Allied Esports production team on-site to coordinate its remote production execution capturing content onsite and sending feeds to their studio in Santa Monica, CA.







## CAPCOM CUP; 2018, 2019

**CAPCOM®**



Since 2018 HyperX Esports Arena has had opportunities to host the biggest Street Fighter V events on the Capcom Pro Tour with the Capcom Cup Finals and Last-Chance Qualifier (2018) and the Capcom Pro Tour North America Final (2019).

In addition to serving as the venue for these events, Allied Esports provided production teams to support the events.





# SUPER SMASH BROS NORTH AMERICAN ONLINE OPEN



Nintendo utilized the studio at HyperX Esports Arena to produce four 2019 Super Smash Bros Ultimate North American Online Open events.







## NHL GAMING WORLD CHAMPIONSHIP; 2018 - 2019



The NHL Gaming World Championship™ is the premier NHL video game tournament video in the world organized by both the NHL and Electronic Arts and featuring a showdown of winners from three regions (US, Canada, Scandinavia).

In addition to being the host venue we produced the live stream and cutdown for distribution on NBC Sports, Sportsnet and Viasat in 2018.





# THE TURN

POWERED BY  AT&T



## NBA 2K LEAGUE “THE TURN”



**NBA 2K**  
LEAGUE

THE TURN 2019, one of the league's largest tournaments of the season, was a 20-game, single-elimination tournament played over the course of three days at HyperX Esports Arena. The tournament featured all 21 teams in the league and began with five play-in games that lead to a 16-team, single-elimination tournament.

HyperX Esports Arena served as the host venue and staffed the production team for the event.







# NASCAR HEAT CHAMPIONS™



## NASCAR HEAT CHAMPIONS



Allied Esports partnered with 704Games to produce the NASCAR Heat Champions Finals in 2018 and 2019 live from the HyperX Esports Truck at the Daytona 500. Our production teams organized the on-site activation and production of the live stream working with NASCAR talent from Motor Racing Network and live streaming the event and broadcasting inside the Daytona International Speedway ahead of the actual race.







# DRAGON BALL LEGENDS SHOWDOWN



The best 16 players from around the world competed at HyperX Esports Arena for "DRAGON BALL LEGENDS SHOWDOWN IN LAS VEGAS" in May of 2019. The Bandai Namco event included individually produced broadcasts in both English and Japanese. In addition to live streaming to the publisher's channels the stream feed was also disseminated to content creators all around the world who simulcasted the event.

Allied Esports produced both streams leveraging both HyperX Esports Arena for the English language production and the HyperX Esports Truck for the Japanese language production of the event.







# SOULCALIBUR VI WORLD INVITATIONAL



Eight top Soulcalibur VI players competed at HyperX Esports Arena for a \$25,000 grand prize.

In addition to being the host venue, Allied Esports produced and staffed the production for the event.





# DRONE RACING LEAGUE



The Drone Racing League (DRL), the world's premier drone racing circuit, hosted the Swatch DRL Tryouts at HyperX Esports Arena in February 2019. 210 competitors went head-to-head in a live esports showdown, competing to become Swatch pilot for the 2019 DRL Allianz World Championship Season, and given a professional drone racing contract for \$75,000.

In addition to being the host venue Allied Esports supported DRL's production with production staff.







# NEWEGG TRIPLE CROWN ROYALE

PLAYERUNKNOWN'S  
BATTLEGROUNDS

APEX  
— LEGENDS —

Newegg's Triple Crown Royale was the ultimate battle royale challenge created by Newegg and Allied Esports as part of Newegg's sponsorship of HyperX Esports Arena, with participants competing in three popular titles: Apex Legends, Fortnite and PlayerUnknown's Battlegrounds (PUBG). The competition at HyperX Esports Arena was open to the public with the opportunity for select participants to compete against professional players from Counter Logic Gaming (CLG), including Marksman & Psalm from the CLG Fortnite team, and Emy & GooseBreeder from the CLG CS:GO Red team. Players competed for cash prizes totaling \$5,000 awarded at the end of each round.

In addition to providing the host venue, Allied Esports organized the tournament and produced the live stream.





# TWITCH PRIME DAY CROWN CUP



Allied Esports worked with Amazon to organize Twitch Prime Day's Crown Cup at HyperX Esports Arena in 2019. The event featured top talent including Kevin Smith and 8 Twitch streamers including TimTheTatman.

In addition to hosting the event at the venue Allied Esports worked extensively with Twitch to engineer a technically complex production.







# WORLD POKER TOUR

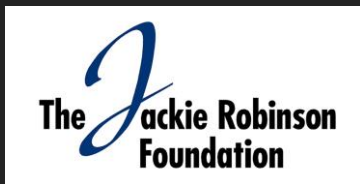


HyperX Esports Arena has become the home of the World Poker Tour® with players from all over the world playing their final tables on our stage and WPT® leveraging our broadcast infrastructure and live in-arena experience to create the most dynamic content in the WPT's 19-year history.





# THE CLUBHOUSE



## FORTNITE

To support the **Jackie Robinson Foundation** and education initiatives during the COVID-19 pandemic, Allied Esports teamed with Club 42 to produce The Clubhouse. This charity esports tournament, featuring Fortnite, aired on April 15, 2020 on Twitch. Popular Fortnite streamer Nicholas “NickEh30” Amyoony competed in the event. Well-known professional baseball players such as McKenzie Gore (San Diego Padres), Max Fried (Atlanta Braves), Chris Paddock (San Diego Padres) and Jazz Chisholm (Miami Marlins) competed with Yankees manager Aaron Boone and retired manager Bobby Valentine interviews in the broadcast as well.





**LOS ANGELES  
FOOTBALL CLUB**

# CHARITY CHALLENGE

**GAMING**

SUNDAY | APRIL 5 | 3:00PM PT  
STREAMING LIVE ON TWITCH

**EA SPORTS FIFA20** **twitch**

**LOS ANGELES  
FOOTBALL CLUB** VS **FC DALLAS**

FEATURING: REMIMARTINN

**#stayandplay**



**LAFC GAMING CHARITY CHALLENGE**

LA CHARITY FIFA CHALLENGE  
\$5058 RAISED OUT OF \$5000

14 HERNANDEZ 19 DUKE

adukes9: omgggg  
bennythriffs: DONATE  
DONATE DONATE  
brettclywell: Sale Sale Sale  
black and gold!  
chrisalcasar1711: MAX  
WILL CHUG A BEER ON  
STREAM NOW!!  
LAFCentral: 5K!!!!!!!!!!!!!!

Message lafc's chat...

## LAFC ONLINE TOURNAMENTS



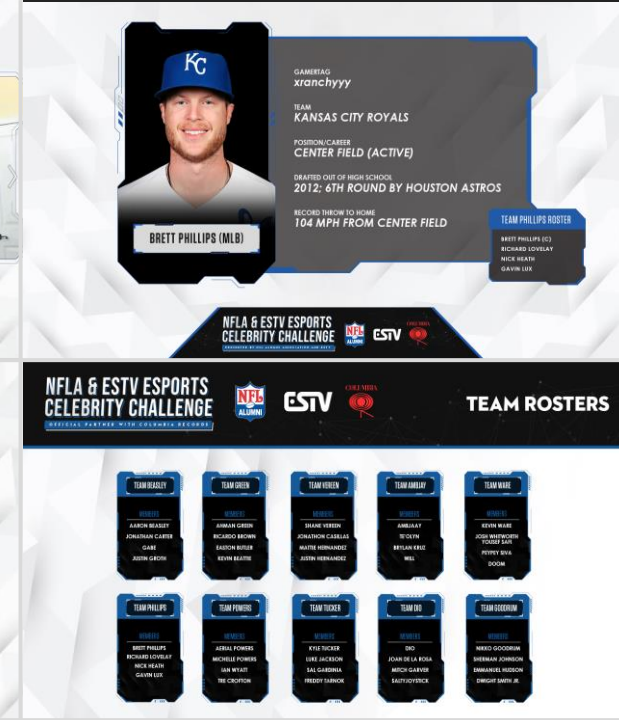
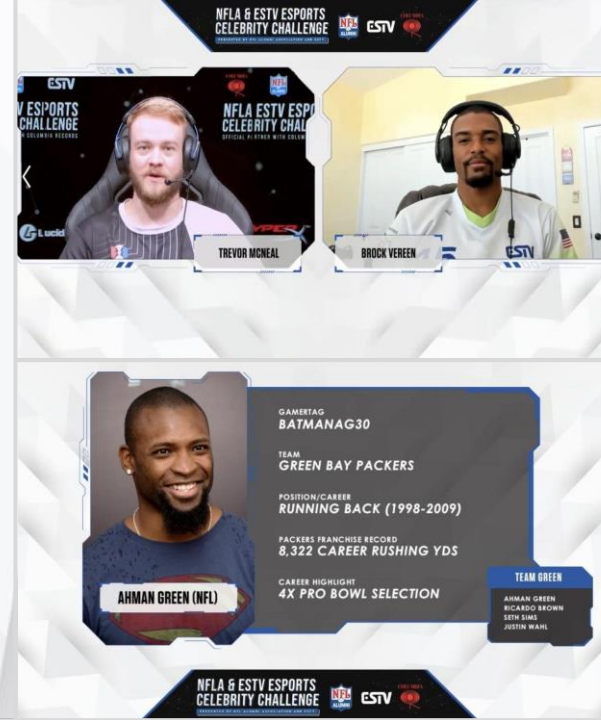
During the #StayHomeStaySafe campaign, LAFC teamed up with Allied Esports to provide fans with weekly FIFA20 matches to help raise money to help support the fight against COVID-19 via the Club's official [Twitch](#) and [Twitter](#).

Allied Esports produced the streams from its studios.



# NFLA & ESTV ESPORTS CELEBRITY CHALLENGE

OFFICIAL PARTNER WITH COLUMBIA RECORDS



## NFL ALUMNI & ESTV COVID-19 CHARITY TOURNAMENTS



Allied Esports produced several NFL Alumni Association and ESTV Esports Celebrity Challenges during the COVID-19 pandemic. The online Call of Duty: Warzone tournaments featured current and retired sports stars and benefitted those impacted by COVID-19. Donations made during the broadcast helped provide computers and technology for underserved children for distance learning through the NFL Alumni COVID-19 Relief Fund.







# ALLIANCE OF AMERICAN FOOTBALL DRAFT



The **AAF QB Draft** was the only draft for the Alliance of American Football (AAF), held in advance of the 2019 season. The draft was a four-round quarterback draft where clubs were allowed to "protect or pick" from the selection. It was held on November 27, 2018, at the HyperX Esports Arena and broadcast on [CBS Sports Network](#).





# BIG3 DRAFT



The professional 3-on-3 basketball league founded by rap mogul **Ice Cube** and entertainment executive **Jeff Kwatinetz** hosted their BIG3 Draft in May of 2019 and aired live on CBS Sports.

In addition to being the host venue, Allied Esports provided production staff to support the broadcast.







# BIG BUCK HUNTER WORLD CHAMPIONSHIP



2018, 2019

Two tournaments held over two days, the first a Ladies' Tourney featuring 32 of the fiercest female hunters in the world competing for Ladies' Tourney title and \$5k. The main event featuring 64 hunters competing for \$20k and the World Championship.

In addition to serving as the venue Allied Esports provided production staff for the broadcast.







# VIDCON 2018 & 2019



VidCon is a multi-genre online video tech conference, held annually in Southern California since 2010 and currently organized by ViacomCBS. The convention is one of the largest of its kind, gathering thousands of online video viewers, creators, and industry representatives worldwide. Each year since 2018, the HyperX Esports Truck becomes the center of the convention hosting celebrities and influencers as they game with their fans.







# DREAMHACK



HyperX Esports Truck provides production and gaming experience for publishers and brands looking to activate at the most influential gaming exhibitions in North America. HyperX was the main activation partner on site at DreamHack Dallas, DreamHack Anaheim and DreamHack Atlanta where gaming, tournaments and giveaways took center stage on the truck throughout the exhibition.







# E3



The Electronic Entertainment Expo (E3) is the largest trade exhibition and trade event for the video game industry drawing crowds of ~70,000. Allied Esports has partnered with CBS Interactive in recent years to activate its brands and partners.







# LAS VEGAS BOWL



The Las Vegas Bowl has become one of Nevada's premier annual events and been nationally televised on ESPN, ESPN2 or ABC every year of its existence. The HyperX Esports Truck partnered with MGM Resorts' Luxor Hotel to activate within the pre-game tailgate offering fans of all ages the opportunity to compete outside the stadium prior to kickoff.





# POSTYFEST



Taking place at AT&T Stadium in Dallas, Texas, Posty Fest is hosted by singer-songwriter Post Malone. HyperX has an endorsement relationship with Post Malone and the HyperX Esports Truck was deployed to AT&T Stadium to activate in the hours leading up to the concert. A major highlight of the day and night was the tournament winner from the HyperX Esports Truck being brought on stage during the performance to meet Post Malone.







# LIVE X LIVE



As the worlds of music and gaming explode, the HyperX Esports Truck and the premiere music streaming platform LiveXLive entered into a partnership bringing together cutting-edge musical acts along with the intense atmosphere of esports creating a marriage of music and gaming. The first event was held during iHeartRadio Music Festival in Las Vegas.





# MOUNTAIN DEW GAME FUEL LEAGUE



Multi-Country European online to offline event series designed and produced by Allied Esports with Country tournaments produced out of the HyperX Esports Studio Hamburg and finals produced on the HyperX Esports Truck.

- **2018 with Rocket League and finals in Denmark**
- **2019 with PUBG and finals at MCM Comic Con UK**







## 3 IRELAND ESTARS



Three Ireland's EStars was produced in partnership with Allied Esports in 2018 over the course of 9 weeks on the HyperX Esports Truck traveling around Ireland and finishing with a final on the truck inside Dublin's 3 Arena. The event was Ireland's biggest ever esports tournament.

The winning team was awarded €20,000 as well as an all-expenses paid trip to Las Vegas to compete in and enjoy the HyperX Esports Arena.







# GAMEVENTION + DIGI1



## GAMEVENTION

1st gaming exhibition in Hamburg produced in partnership with Allied Esports and utilizing the HyperX Esports Truck as its main stage. The event saw 10,000 visitors in its inaugural year.

## DIGI1

Plans for the second year of Gamevention were impacted by the COVID-19 pandemic and the group's organizers tapped Allied Esports to produce a digital version of the event that aired in June 2020 with a 23-hour stream over two days. Additional online events are planned throughout the remainder of 2020.







**MATTHIAS ZANDER**  
@MASESCHINE



**DANIEL 'NEMIRO' NEMEČ**  
@SCSSOFTWARE



**ALEX BLACKMAN**  
@TFMLONDON



# HYPERX GAME SPOTLIGHT



HyperX Game Spotlight is a deep dive episodic program focused on game developers telling the stories behind the inspiration and evolution of their games. It was created and produced by Allied Esports during the COVID-19 pandemic for partner HyperX. To date we have aired 3 episodes with 4-5 hours of content per episode.

**Episode Features:** Euro Truck Simulator 2, Vermintide, Planet Zoo





# INTEL EXTREME MASTERS



Allied Esports partnered with HyperX to activate the HyperX Esports Truck at Intel Extreme Masters Expo in Katowice, Poland in 2019







# HUSUM CONGRESS CENTER

# FIFA

Allied Esports partnered with Husum Congress Center to create and produce a pop-up on mall FIFA tournament and activation.







# RESONATE TOTAL GAMING FESTIVAL SCOTLAND

Currys  PC World

**LEGION**  
by Lenovo

Allied Esports partnered with Currys PC World and Legion by Lenovo to bring the HyperX Esports Truck to Scotland for Resonate Total Gaming Festival. In addition to player and fan activations the truck hosted and produced Esport Scotland's Scottish Esports League Live final.







# HOLSTEIN KIEL



Allied Esports was tapped by German second league football club Holstein Kiel to organize a FIFA esports competition on the HyperX Esports Truck outside their stadium whereby the winner of the tournament received a contract to join the Holstein Kiel esports team.







# DOKOMI



Allied Esports has run the esports activation and tournaments at Dokomi, the Anime and Japan Expo in Dusseldorf, Germany in 2018 and 2019. The events have included a wide variety of games including CS:GO, League of Legends, Overwatch, Dragonball FighterZ, King of Fighters and of course, Cosplay Contests.







# TWITCHCON BERLIN

amazon  
game studios

twitch  
con  
2019

Allied Esports partnered with Amazon Game Studios to activate the HyperX Esports Truck at TwitchCon Berlin in 2019.





# WACKEN OPEN AIR FESTIVAL



Allied Esports partnered with HyperX to activate the HyperX Esports Truck at the largest heavy metal festival in the world with over 75,000 attendees. The activation included popular musical artists performing on the truck and competing against one another in Overwatch.







# WERNER RENNEN 2018, 2019



Werner Rennen is the largest motor festival in Europe with over 50,000 visitors spanning three days. Allied Esports partnered with Omega Racing, Logitech G and Project Cars to bring the HyperX Esports Truck complete with 4 racing rigs from Omega Racing. Allied Esports organized popular gaming activations including racing games on site.







# THANK YOU.

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2022 ALLIED ESPORTS PORTFOLIO

