

ESL Katowice 2019

Reaching over 232 million esports fans
via 70+ live destinations.

From the 19th of February 2019, ESL ran a series of tournaments in the Spodek Arena, Katowice, Poland, where teams from around the world competed for a total prize pool of \$2.5 million.

The live events were attended by over 174,000 fans.



About ESL

ESL is the world's largest esports company. Founded in 2000, ESL has been shaping the industry across the most popular video games with numerous online and offline competitions. It operates high profile, branded international leagues and tournaments such as ESL One, Intel® Extreme Masters, ESL Pro League and other top tier stadium-size events, as well as ESL National Championships, grassroots amateur cups and matchmaking systems, defining the path from zero to hero as short as possible. With offices all over the world, ESL is leading esports forward on a global scale. ESL is a part of MTG, the leading international digital entertainment group.

<https://about.eslgaming.com>

Challenge

Katowice is bigger than most common examples of single sports. ESL ran six tournaments over ten days, including its flagship events - The Intel® Extreme Masters and ESL One - with different requirements for linear and web distribution. Leveraging the rise in streaming platforms, ESL had to contend with diversified audiences and serving decentralized global teams.

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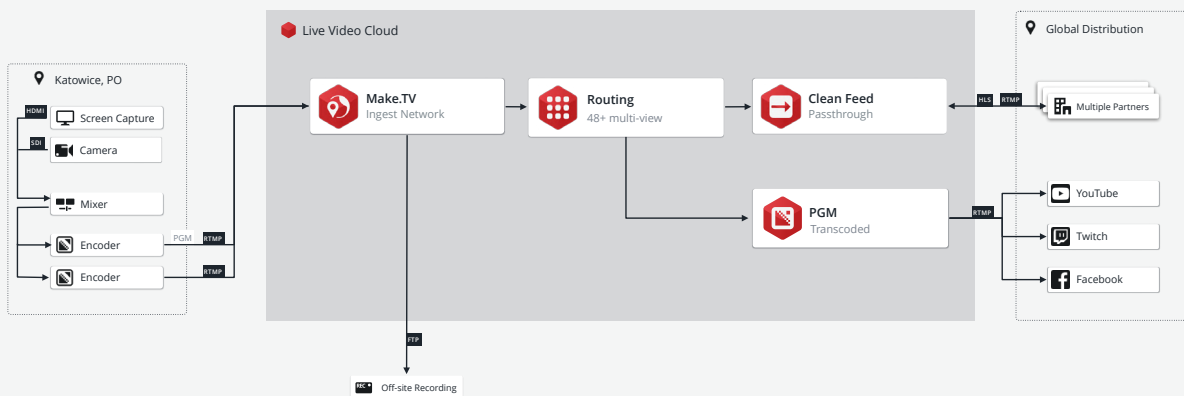
Katowice is the pinnacle of ESL's production right now. Hundreds of hours of content from different stages, all delivered and distributed live to over 70 destinations including digital platforms, linear TV stations and other production studios around the world for localization - reaching hundreds of millions of viewers. Our licence holders demand high quality content with zero margin for error from all of our events. With the help of Make.TV and their highly scalable and flexible Live Video Cloud, we are able to easily deliver on that promise.”

— Tobias Grieser (Vice President, Production & Broadcast Innovation at ESL)

Workflow

The onsite production was produced with the highest broadcast standards and encoded with software encoders on custom built hardware. ESL ingested the broadcast source signals into Make.TV's Live Video Cloud infrastructure, and then routed these signals to a variety of channels, platforms, CDNs and partners, as well as to local production houses for regional localization.

ESL One Katowice 2019 | Signal Flow



Using Live Video Cloud, ESL was able to distribute the live content from a single location to 70 destinations including digital platforms like Twitch and YouTube and social media channels like Facebook and Twitter.

The local production houses around the globe localized broadcast content using the provided cleanfeeds for their regional audiences in 21 languages and managed ad breaks.

The production was running on AWS.

Record breaking global viewership

The combined tournaments achieved 157 million hours watched by 232 million viewers (accumulated daily unique viewers over the event's duration), becoming the most watched ESL tournament series of all time. The largest number of unique viewers on a single day was 20 million.

The IEM Counter-Strike:Global Offensive (CS:GO) was the main highlight with more than 126 million hours watched and nearly 195 million viewers (accumulated daily unique viewers over the event's duration). It became the most-watched ESL CS:GO tournament ever. The tournament drew an average audience per minute of 860,000 with a peak day of 1,330,000.



Flexibility

Live events often must adapt to a constantly changing landscape, from unpredictable schedule changes, to new partners or channels coming on board at the last minute. Real-time flexibility of Live Video Cloud is what sets it apart. If last minute licensing arrangements demand quick changes to outputs or partners, Live Video Cloud can easily accommodate that.



Expand Reach

With unlimited distribution capabilities, Live Video Cloud enabled ESL to reach the fragmented global esports audience wherever they may be, across all platforms and with a selection of global, localized and personalized feeds.



Monetization

Live Video Cloud integrates with Make.TV's Playout and that provides the operators with detailed configurations for triggering advertising APIs across numerous platforms which ensures a smooth end user experience. These platforms have helped to significantly automate ESL's advertising approach which previously required a much larger team.



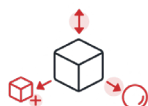
Cost Effective Global Ingest

Live Video Cloud allows ESL to continuously overcome onsite bandwidth limitations by enabling it to ingest feeds from anywhere in the world using the public internet.



Transcoding for Dependable Delivery

Using Live Video Cloud enables ESL to provide its partners with fast and uncomplicated live feeds. Depending on the needs for each destination, the signals are passed through natively or transcoded directly from Live Video Cloud, enabling the best possible quality for each destination platform.



Add streaming targets on the fly

In a changing environment with different requirements per region, flexibility is key: Live Video Cloud enables the ability to modify existing endpoints quickly, change ingest locations dynamically, and add new targets on the fly while live. All without complicated restarts or time consuming off /on procedures.

Fact Sheet

Extending the reach of esports

Customer	<ul style="list-style-type: none"> • ESL
Customer since	<ul style="list-style-type: none"> • August 2015
About the Customer	<ul style="list-style-type: none"> • The world's largest esports company • Majority stake is owned by Swedish media company, MTG • Operates international and national leagues/tournaments
Challenge	<ul style="list-style-type: none"> • Extend brand reach globally • Monetize owned content • Decentralized teams • Diversified audiences
Workflow	<ul style="list-style-type: none"> • On-site production with broadcast-grade TV equipment • Ingest of final PGM signals and multiple cleanfeeds • Signals are routed to a variety of owned and partner channels including Twitch, YouTube Live, Twitter, Facebook and to sub-production houses • Cloud provider: AWS
Result	<ul style="list-style-type: none"> • The IEM Counter-Strike:Global Offensive (CS:GO) was the main highlight with more than 126 million hours watched and nearly 195 million viewers (accumulated daily unique viewers over the event's duration). • It became the most-watched ESL CS:GO tournament ever. The tournament drew an average audience per minute of 860,000 with a peak day of 1,330,000.
Additional Resources	<ul style="list-style-type: none"> • https://www.eslgaming.com/article/katowice-recap-4220
Make.TV product	<ul style="list-style-type: none"> • Make.TV Live Video Cloud

Let's get in contact!

sales@make.tv