

ESPORT

- er det egentlig noget særligt?

AGENDA

- Hvad er esport og hvorfor Counterstrike?
- Esport går mainstream med BLAST Pro
- Kompetitiv underholdning, kommercielt
- Så, er esport noget særligt?

60 SEC BLAST PRO SERIES



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RFRSH ENTERTAINMENT

CAPTURING THE BIGGEST MOMENTS IN ESPORTS...

BLAST
PRO SERIES



ESPORTS = KOMPETITIV UNDERHOLDNING



Traditionelle atleter og publikum



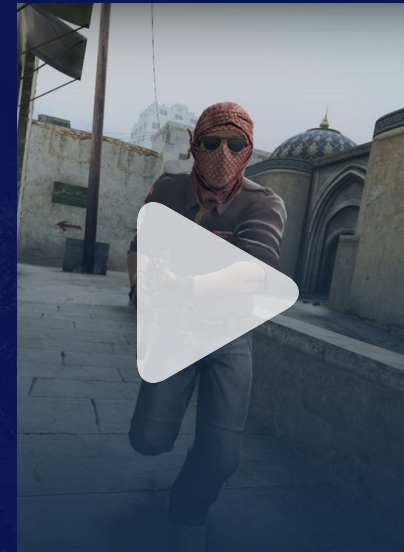
Esport atleter og publikum



COUNTER-STRIKE : GLOBAL OFFENSIVE

Esport titel, nem at forstå, god underholdning,
mainstream appel!

- 10 Spillere, 2 hold, 7 baner
- Først til 16 vundne runder vinder banen
- Skyd de andre, plant eller afmontér bomben for at vinde runden
- Højt tempo, comeback optimeret, strategi intenst, pakket med wow øjeblikke



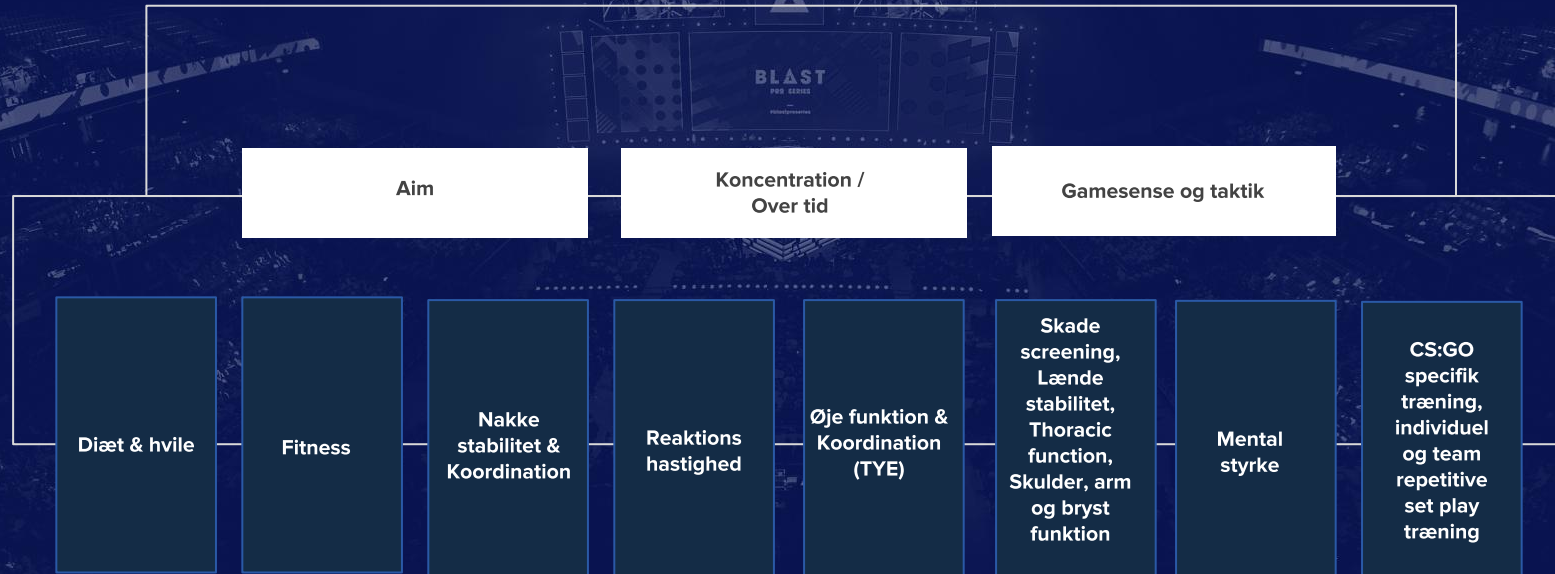
RFRSH

COUNTER STRIKE
GLOBAL OFFENSIVE

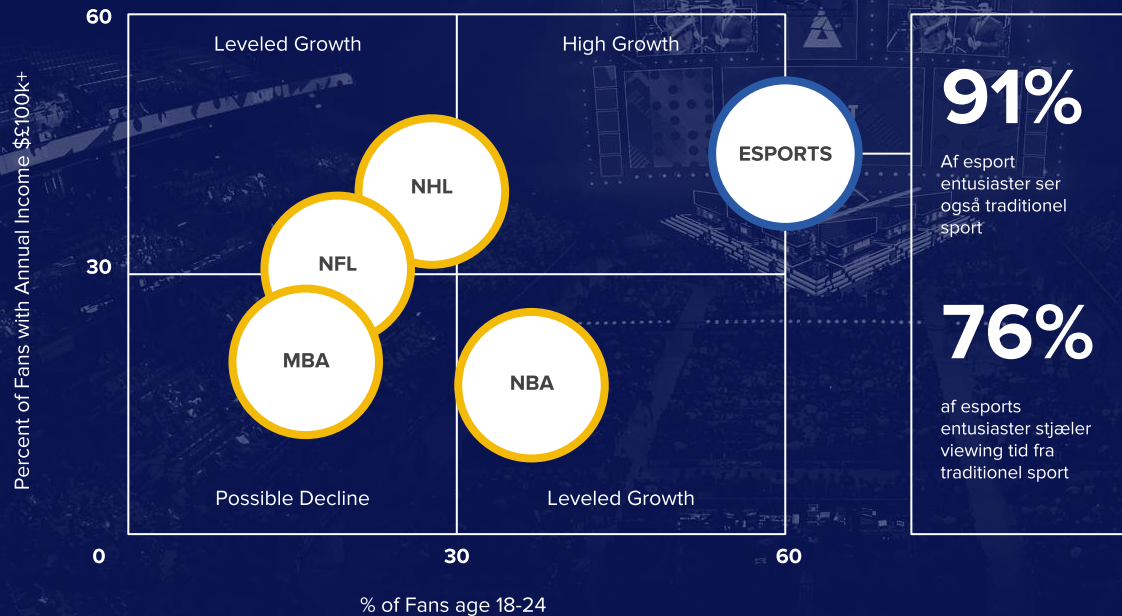
RFRSH PERFORMANCE MODEL

KASPER HVIDT

COUNTER-STRIKE



PUBLIKUM BEVÆGER SIG...



91%

Af esport
entusiaster ser
også traditionel
sport

76%

af esports
entusiaster stjæler
viewing tid fra
traditionel sport

“Foretrækker du din favorit sport eller
favorit esport?”

Millennials

27%

Foretrækker
esports

27%

Foretrækker traditionel
sport

Non-Millennials

13%

Foretrækker
esports

45%

Foretrækker traditionel
sport



BLAST

PRO SERIES

BLAST PRO SERIES - OVERVIEW

BLAST Pro Series er en dansk produceret innovativ event series af verdensklasse CS:GO hold der konkurrer i et publikums optimeret format, med masser af show og underholdning



6 verdensklasse CS:GO hold konkurrerer om 250.000 dollars



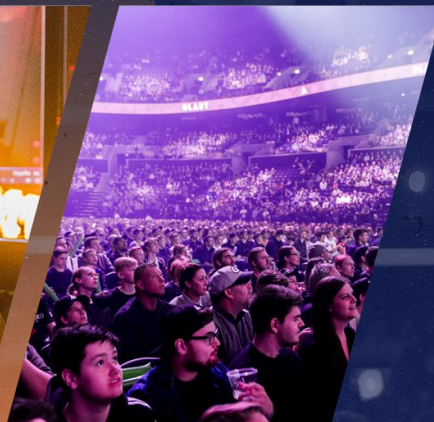
Broadcast-venlig format med fuld support pakke



Global turnerings serie i nogle af verdens førende byer



Top kvalitets esport underholdning med mainstream appel



10.000+ tilskuere i arenaerne og millioner af seere globalt

PUBLIKUM FØLGER MED..

BROKE INTO MAINSTREAM

These numbers put BLAST Pro Series on top of the all time list, including DR3's coverage of the **Olympic games** in Rio, all **X-Games** episodes and **Eurovision**.

↓
14.8 %



LARGEST SHARE OF VIEWERS IN THE TARGET GROUP 15-39 YEAR OLDS

 **19.8 %**

LARGEST SHARE OF MALE VIEWERS IN THE TARGET GROUP

MEDIA EXPOSURE

818m

POTENTIAL REACH

737

EDITORIAL ARTICLES



+60m

TOTAL IMPRESSIONS ACROSS BLAST SOCIAL MEDIA CHANNELS

FLOW TV EMBRACES ESPORT

BROADCAST ON

15

CHANNELS

IN **78**

COUNTRIES



295

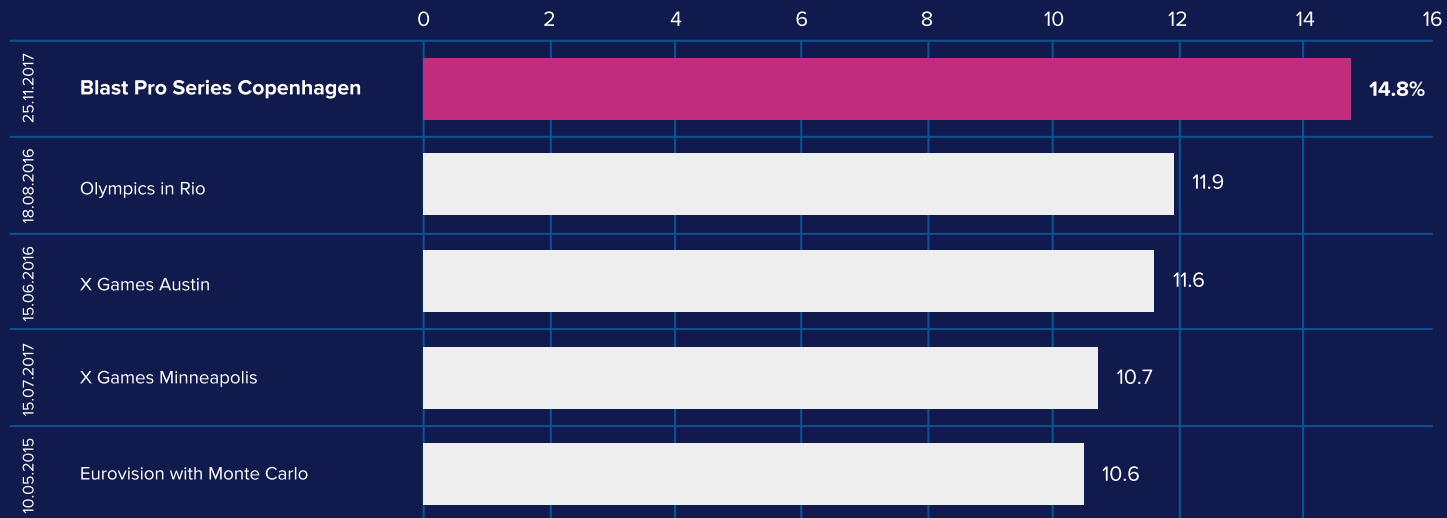
MILLION HOUSEHOLDS HAD THE OPPORTUNITY TO TUNE IN

BEDRE END OLYMPICS AND X-GAMES

Bedste rating for 15-39 årige nogensinde på kanalen

Top fem dage på DR3 (15-39 yo)

Audience shares (%)



GLOBAL EVENT SERIE

2018



2019*

*Some stops to be confirmed





UNDERHOLDNING x FORRETNING

KOMPETITIV UNDERHOLDNING ER FORRETNING!!

Alt starter i den her ligning:

#



X



=



Vigtigste aktører:



PUBLIKUM INDSIGT



OPEN TO CHANGE MID 1960'S TO MID 1980'S MULTI-TASKERS INDEPENDENT ASSERTIVE
GENERATION X
 CYNICAL TEAM PLAYERS SKEPTICAL ADAPTABLE PRAGMATIC

RFRSH MODELLEN



Formål

Hvad ønsker virksomheden at opnå



CORE STORYLINE

Fortællingen til fans om hvorfor brandet er i esport



CORE DELIVERABLES

Hvilke aktiviteter bærer budskaber fra brand til tilskuer

FEATURED PARTNERS



JACK & JONES®

UNIBET

eOddset®



apollo

PanzerGlass™

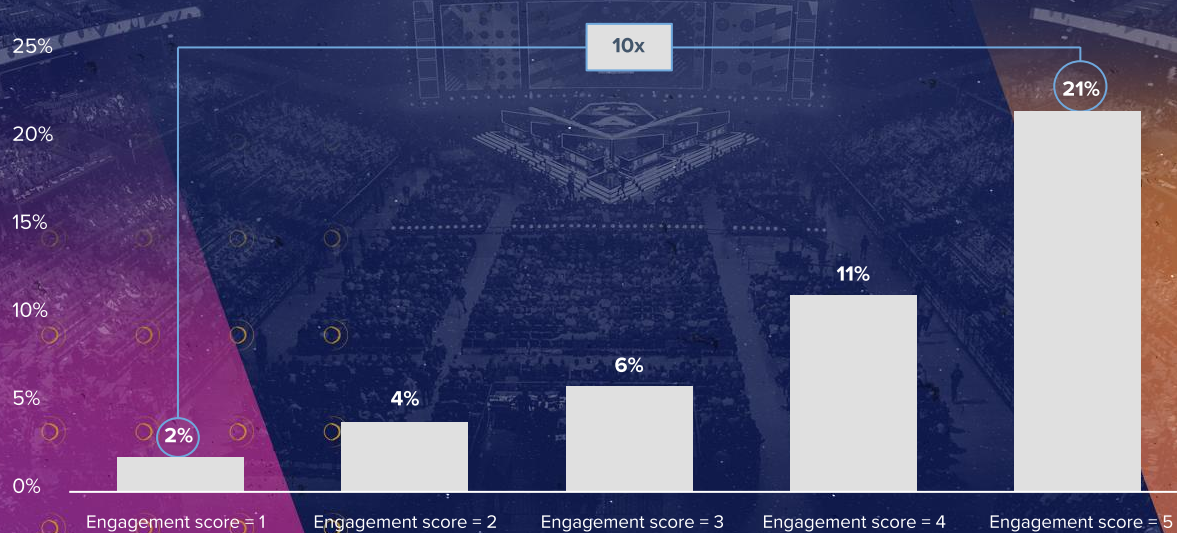
POWER

Microsoft

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ENGAGEMENT x KONVERTERING

Forudsigelse af fremtidig adfærd: Sandsynlighed for køb ved en given engagement score i måneden forinden.
Responsive A/S Konverterings studie for rejsebureau



Source: Responsive A/S LinkedIn article

AUDI - #UNTAGGABLE

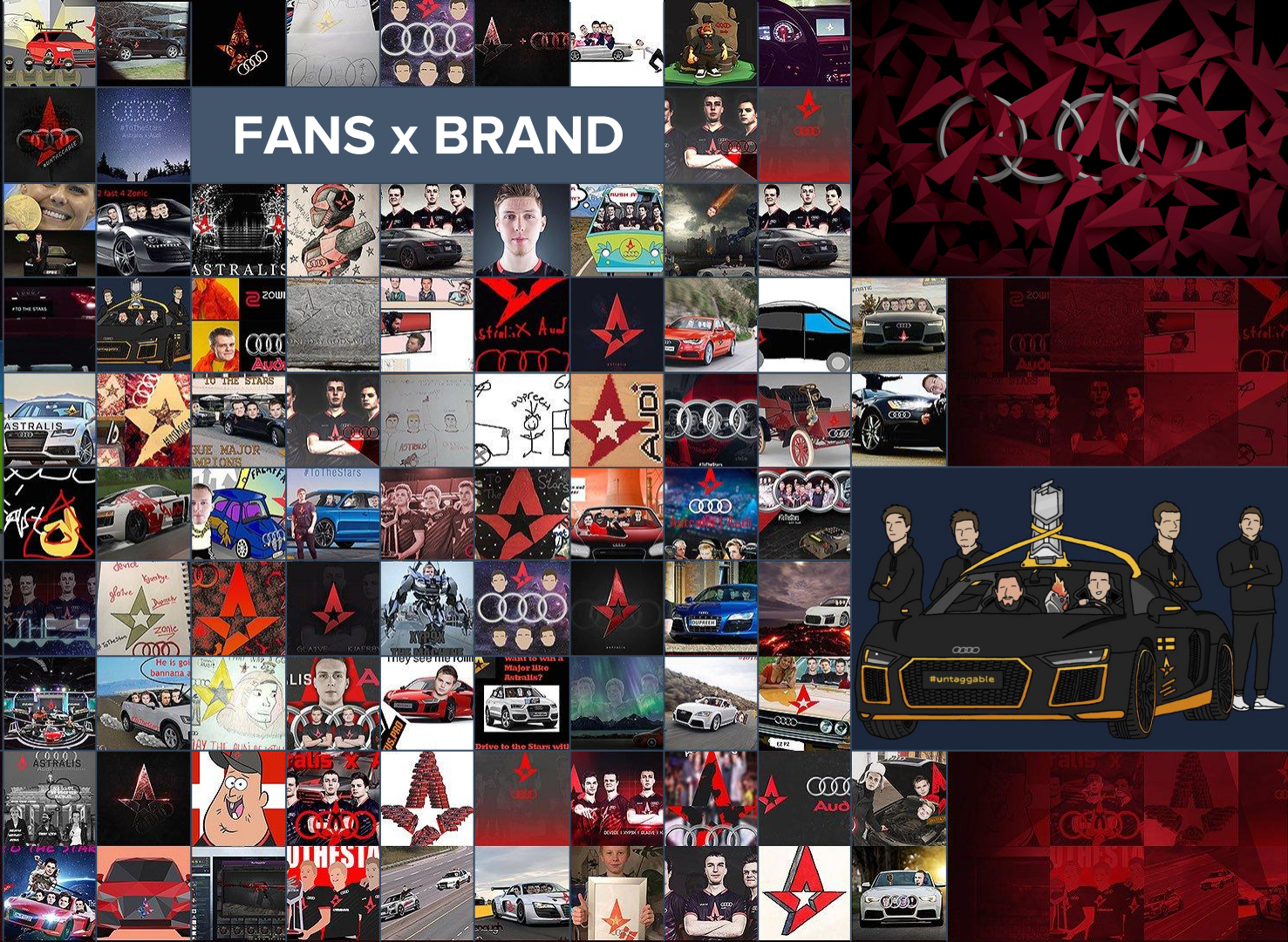
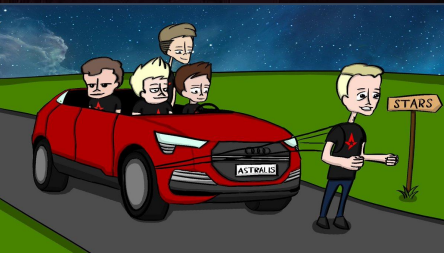


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Astralis x Audi

FANS x BRAND



#ToTheStars

ESPORTS = KOMPETITIV UNDERHOLDNING



Atleter

Publikum



MICROSOFT
- IT ALL STARTS WITH WINDOWS



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Esport er ikke noget særligt...

Jordi Roig

VP, Executive Producer BLAST Pro Series

jordi@rfrsh.net

+45 31 31 62 80