



*Capture the moment live! Instantly share games, music, videos, images, your desktop. It's just like being there...*

## **Electronic Sports World Cup Now Broadcasts Live Events!**

Electronic Sports World Cup (ESWC) was launched in 1999 by Matthieu Dallon and his co-founders as a platform for organizing video games tournaments and developing technologies linked to networked games. Present in over 50 countries in the form of a national license, the ESWC relies on a network of strategic partners who all share the same passion and are players in a common adventure: becoming the foremost international electronic sports federation.

ESWC runs 3,000 live events every year. Once a year, the events culminate in a Grand Final international championship, which gathers together all of the champions who qualified during the preliminary rounds. This Grand Final is completely open to the public and is designed to entertain, convey the champions' emotions and present the world of new digital leisure activities to as many people as possible.

Every year, the ESWC attracts a live audience up to 30,000 spectators. The ESWC Grand Final has gained international recognition as the best electronic games competition in the world. ESWC's objective is to be the most innovative, the most professional, the most in-tune with champions and their expectations, the most open to the public and, last but not least, the most entertaining.

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### **The Challenge**

During its first few years, ESWC generated revenue through a 3-tier model: sponsorships of live events, ticket sales, and franchises to local chapters. Although the online community of users was growing by the day, ESWC was not benefitting from the potential upside of new revenue streams from advertising. With new revenue streams, ESWC could invest in enhancing their user experience and growing their user base worldwide.

In order to truly grow brand awareness and take advantage of this new advertising revenue stream – ESWC had to give their league members around the world the opportunity to watch their games “live”. However, the traditional broadcasting channels would likely not give ESWC the air time they needed and so the decision was to find a simple and cost-effective solution to broadcast the competitions directly from the ESWC website.

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### **The Solution**

Simplicity and rapid implementation became the name of the game to try to get ahead of competition. ESWC was introduced to Dyyno Broadcaster and immediately saw the potential opportunity for their live broadcasting needs.

Dyyno and ESWC launched their first pilot during their World Competition in early July in Paris, France. All it took was...one laptop and a click! The games were broadcasted live on the big screen at the event site and streamed on the ESWC web site at the same time.

Through the power of one simple click on the ESWC web site, viewers around the world (who could not make the trip to Paris) were able to view not only the image of the game, but also critical information about the score, the players, the profiles of the players, and hear voice commentary about the game. They also heard the sounds of the game and of the audience, and could split their screen between the players and the game. It was as if they were there!

“Great streaming, wanna see more of this!”

“Thx for this streaming solution guys! It brings ESWC in my home LIVE! Great! Cheers! from Hungary”

“I really liked what I've seen, video and audio was great and smooth.”

ESWC and Dyyno will not stop here. ESWC hopes to triple their audience for each of their upcoming events in 2008, thus developing a broader community of viewers and generating significant new revenue streams.

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## The Results

Even without advertising the functionality broadly beyond a select number of users, the pilot was a tremendous success. The peak audience for the event broadcast was almost 2,000 viewers and the number of unique viewers during the course of the event was almost 15,000. ESWC believes the potential number of viewers could have reached 10,000 for peak audience and 100,000 unique viewers, if the Dyyno functionality had been advertised aggressively – which they expect to do during their next event. User satisfaction during the broadcast was tremendous. ESWC and Dyyno used the results of this pilot to refine the user ease of implementation and the user experience – and are now ready for a broader outreach.

“The success we experienced at ESWC could be easily replicated for any live event broadcast, from a company conference to a lively arts performance – there is no limit to the simplicity and ease of use of Dyyno. Our technical team is always willing to go above and beyond to adapt to the needs of our clients.” (Uri Raz, CEO of Dyyno)

“Now that we have launched the pilot successfully, we see huge potential for the growth of live streaming for our gaming events. As we have worked together for the past few months, we have been thrilled with the flexibility and responsiveness of the Dyyno technical team. Once we really start advertising this functionality on our website, this capability will be a huge differentiator for ESWC.” (Renaud de la Baume – ESWC Chairman of the Board)

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