



15-17 February 2017

Radisson Blu Hotel, Cannes, France

PRESS RELEASE

**REED MIDEM LAUNCHES ESPORTS BAR:
THE FIRST INTERNATIONAL B2B NETWORKING EVENT
100% DEDICATED TO ESPORTS**



Paris, 6 October 2016 – Reed MIDEM today announces the launch of [Esports BAR](#), the first-of-its-kind networking event dedicated to bringing together electronic sports professionals and commercial partners. Its goal: to facilitate relationships between mainstream investors and “esports” businesses on a global scale.

The inaugural Esports BAR will take place in Cannes, February 15-17, 2017.

The sport of the digital generation.

The Esports BAR - short for Esports Business Arena - will ensure successful relationship development between non-endemic and endemic brands, media, esports teams, professional leagues, game publishers, advertising agencies and more.

Esports has attracted significant commercial attention in the past year, thanks in part to its massive reach and revenue potential: The esports industry currently enjoys over 115 million unique viewers worldwide, with revenues expected to reach \$1BN by 2019, [according to Newzoo](#).

More than 40 mainstream brands, including Coca-Cola, Red Bull, Gillette, Turner and ESPN, have already entered this competitive space, which is currently insulated from much non-endemic advertising. Yet existing esports conferences remain either industry or education-focused, with little or no focus on forging successful cross-sector business partnerships.

"Many brands and other potential partners have a hard time finding the right contacts to get involved in esports," says Jerome Delhaye, Director of Reed MIDEM's Entertainment Division. "Reed MIDEM wanted to address this - as it has for the music industry, tech, television and the real estate industry - with a dedicated networking experience that will help these kinds of fruitful relationships flourish."

The esports networking wishlist, all in one place.

For its inaugural event in Cannes, France, the Esports BAR will include 100+ curated attendees, 72 hours of networking and more than 2,000 one-to-one meetings with top company executives, making it an enormous potential lever for the evolution of the esports industry. From 15-17 February, 2017, esports companies from around the world will actively meet with prestigious brands, media and agencies in pre-scheduled one-on-one meetings.

To provide the most productive esports matchmaking event possible, Reed MIDEM has aligned itself with an advisory team of elite sector professionals, directly invested in the future of esports.

- Arnd Benninghoff, EVP, MTG & CEO, MTGx Ventures (Sweden)
- Matthieu Dallon, CEO, ESWC & Toornament.com and President, France Esports (France)
- Mike Sepso, SVP, Activision Blizzard (USA)
- Wouter Sleijffers, CEO, Fnatic (UK)
- Susan Tully, CEO, H2K Gaming (USA)

"We want to create a powerful mix of industry trend-setters and forward-thinkers, all hunting for new partnership opportunities," explains Jerome Delhaye. "Over 70% of fans are between ages 20-35, a critical period for developing brand loyalty. An industry this powerful and with such potential deserves its own B2B event?"

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For more information, contact the BARTender at BARtender@reedmidem.com

About Reed MIDE M – Founded in 1963, Reed MIDE M is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIP CANCUN and MIPJUNIOR for the television and digital content industries, MIDE M for music professionals, MIPIM, MIPIM Asia, MIPIM UK, and MIPIM Japan for the real estate industry and MAPIC, Retail Real Estate Market brought by MAPIC in Shanghai and MAPIC Italy for the retail real estate sector.
www.reedmidem.com

About Reed Exhibitions - Reed MIDE M is a division of Reed Exhibitions, the world's leading event organiser, with over 500 events in 43 countries. In 2015 Reed brought together over seven million active professionals from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully-staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions and analytics for professional and business customers across industries. www.reedexpo.com

REED MIDE M PRESS CONTACTS

Jane GARTON, Entertainment Press Director: +33 1 79 71 94 39 > jane.garton@reedmidem.com

Philippe LE GALL, Press Manager: +33 1 79 71 96 48 > philippe.legall@reedmidem.com

Yassia FEKIR, PR: +33 1 79 71 95 82 > yassia.fekir@reedmidem.com